

Categories for 2011 IBNA News Contest—TELEVISION
Postmark Deadline is Jan. 31, 2012

1. **SPOT NEWS COVERAGE** - A taped or live report of a breaking story, not a pre-planned event. Criteria include clarity, editing, scripting, delivery, thoroughness, speed with which the story is covered, ability to place the audience at the scene, and indication to the audience of the significance/consequences of the event. The entry can include details of when the story broke, how soon after that the entry aired, what reports followed, etc.
2. **NEWS PHOTOGRAPHY** - Videotape which may be part of a news assignment or a feature aired primarily for photographic quality. Criteria include quality, editing, imagination, impact on the viewer, and the ability to tell a story visually.
3. **FEATURE** - A single story aired with the intent to provide relief from the impact of hard news stories. Criteria include human interest, delivery, production values, and the ability to evoke audience emotion. ("Hard news" features should be entered in another category, such as general reporting.)
4. **IN-DEPTH/SERIES** - An expanded report or series that provides background and understanding of a specific news event or issue. Entries should go beyond the traditional spot news story.
5. **PUBLIC AFFAIRS** - A single program or a series of programs that address one or more issues of importance to the community and, by providing information or advocating action, helps the community understand or deal with the issue(s). Written background information on the issues should be provided to aid the judges. Audience or community feedback as a result of the story can also be attached.
6. **FARM AND AGRIBUSINESS** - A single story or series on one topic that demonstrates the station's commitment to reporting on farm and/or agribusiness issues. Entry should not include market reports.
7. **SPORTS COVERAGE** - Coverage of sports figures or events, but not play-by-play. Entries should be reports that give the audience an insight into the person or event.
8. **SPORTS PLAY-BY-PLAY** - Locally originated coverage of athletic contests. An entire game should not be submitted. Criteria include flexibility, vividness and enthusiasm. No network feeds but flagship stations in Iowa may enter. Compilation entries are encouraged; a compilation should not exceed 20 minutes.
9. **POLITICAL COVERAGE** - Coverage of politics, including elections. Entries should be reports that give meaning to the issues and the candidates, or breaking coverage of importance. A compilation of coverage should not exceed 20 minutes. *For this category only, entries that were aired in calendar year 2011, through Jan. 4, 2012, are eligible.*

10. **GENERAL REPORTING** - A general news story included in a regularly scheduled newscast. It should not be spot news but must have aired within 24 hours of its production. (Designed for "hard news", instead of "feature" stories.)

11. **OVERALL EXCELLENCE IN REPORTING** – A compilation tape, not to exceed 10 minutes, demonstrating the reporter's ability to present material in a clear, understandable manner; write in a creative and engaging manner; and provide the audience with clear relevance of the topic.

12. **OVERALL EXCELLENCE IN ANCHORING** – A compilation tape, not to exceed 10 minutes, demonstrating the anchor's or anchor team's credibility, presentation skills, and competence.

13. **OVERALL EXCELLENCE IN WEATHER COVERAGE** – A tape, not to exceed 30 minutes (compilations are allowed), demonstrating the station's competence, understandability and commitment to news coverage of weather-related stories/events, involving multiple sources of information.

14. **BEST NEWSCAST** - IBNA holds six "contest days" each year, notifying stations by AP Wire. Air dates for 2011 were May 16, August 25, September 22, October 11, November 21 and December 07. Selecting ONLY from newscasts aired on those designated days, each station may submit ONE newscast. While entries may include national/international material supplied by networks, judges are instructed to disregard such stories in their evaluation. With the newscast entry, complete and submit the rundown form.

15. **BEST SPORTSCAST** - IBNA holds six "contest days" each year, notifying stations by AP Wire. Air dates for 2011 were May 16, August 25, September 22, October 11, November 21 and December 07. Selecting ONLY from sportscasts aired on those designated days, each station may submit ONE sportscast. While entries may include national/international material supplied by networks, judges are instructed to disregard such stories in their evaluation. With the sportscast entry, complete and submit the rundown form.

16. **OVERALL EXCELLENCE** – A compilation tape, not to exceed 20 minutes, demonstrating the station's commitment to high journalistic ideals, commitment to community and ability to cover the big story.