

## MHSAA School Broadcast Program 16-17 Excellence Awards

The Michigan High School Athletic Association will again honor participants in the School Broadcast Program for excellence in production of **athletic events** during the 2016-17 school year. There will be awards presented in separate categories for individuals and schools. Please review the Category Descriptions on page 2 of this document before submitting entries.

- Present certificates for (top 3 in each category):
  - Best single camera production with PlayOn! graphics/software (with or without announcers)
  - Best multicamera production
  - Best use of PlayOn! graphics/software
  - Best produced commercials/features
  - Best play by play (Student announcers only)
  - Best highlight – NEW in 2016-17!!!
- Program of the year:
  - School that shows quantity/quality of productions and variety of sports covered
  - School that shows best command of PlayOn! software
    - Graphics
    - Insertion of pre-produced content
    - Highlights production
  - School that shows initiative to cover away sports contests – including tournament games for NFHS Network
  - School that shows initiative/creativity in selling local advertising & network subscriptions
  - Category awards also taken into consideration
- How to enter – Category awards
  - Online entry form on School Broadcast Program page of MHSAA.com
  - All entries must reside on the school's portal on the NFHS Network
    - Provide web address of content on school page of MHSAA.tv (i.e. - <http://www.nfhsnetwork.com/events/alpena-high-school-alpena-mi/0f58f26120>)
      - A school is limited to three entries in each category
  - Deadline – **February 15, 2017**, 4 p.m.
- How to enter – Program of the year award
  - All programs automatically entered
  - MHSAA staff will review each school's log of events for quantity & variety of sports covered
    - Up to three finalists will be selected
  - Finalists will be asked to submit links to three events for review; and samples of promotional materials distributed to sell advertising and subscriptions
- Judging
  - Combination of MHSAA staff and the general broadcast community

(more)

- Announcement/Presentation of Awards
  - Announcement of recipients in early April via press release and MHSAA.com
  - MHSAA to coordinate delivery of awards to individuals and schools

### Individual Category Descriptions

- Best single camera production with PlayOn! graphics/software (with or without announcers)

The most basic setup, involving a camera operator and a computer/graphics operator. Provide a link to a game which shows a good combination of single-camera operation and use of the PlayOn! Graphics/Software. At least two of the following must appear in the broadcast:

  - Title card (Preferably with logos)
  - Scoreboard (Preferably with logos)
  - Scorebug (Preferably with logos/Must include operating clock) - **REQUIRED**
  - Video insertion of commercials/features
- Best multicamera production (with or without announcers)

Provide a link to a game which shows a good combination of multicamera work, graphics (PlayOn! or graphics package native to system being used – i.e. TriCaster), and other elements, such as replays.
- Best use of PlayOn! graphics/software  
Provide a link to a game which shows command of the different graphics available in the PlayOn! package. At least four of the following must appear in the broadcast:
  - Title card (Preferably with logos)
  - Starting Lineups For Both Teams (Preferably with logos)
  - Scoreboard (Preferably with logos)
  - Scorebug (Preferably with logos/Must include operating clock) - **REQUIRED**
  - Lower Third
  - Video insertion of commercials/features
- Best produced commercials/features  
Provide a link to a game which shows a commercial or a feature used during that broadcast, and the time at which point the content appears. Commercials must be industry standard length (10-15-20-30-60 seconds). Features may be of any length. Schools submitting content in this category must have secured the appropriate rights to any music or other copyrighted elements – simply giving on-screen credit with the title and the name of the performer of a piece of music is not sufficient.
- Best play by play (Student announcers only)  
Provide a link to a game which shows play by play and color skills. One announcer is OK, but in all cases, any clips submitted in this category must have exclusively students. A student working with an adult does not qualify for submission.
- Best highlight  
Provide a link to a highlight from a game which not only shows an amazing play by a team/athlete, but which also exhibits the highest levels of camera work and excitement displayed by announcers (student announcers only). Since the purpose of highlights is to attract viewers to the website in a timely manner, highlights posted shortly after the end of a game will be given preference in judging. (NOTE – The latter standard will be applied strongly to winter sports highlights since this is a new category announced after the end of the fall sports season)