# COLLEGE DIVISION TELEVISION

We will be hosting a separate contest for college TV stations. Entries are limited to TV stations that are affiliated with a college or university in New York State. *All entries must be entirely the work of an undergraduate or graduate student enrolled at a college or university.* Entries will compete against other colleges and universities throughout New York State.

## Traditional Television Broadcasts

**CTV-1 Commercial**
Best station locally produced commercial on behalf of an advertiser.

**CTV-2 Promotional Announcement or Series**
Best single or series of local promotional spots on a single topic.

**CTV-3 Public Service Announcement/Campaign**
Best station originated  local public service campaign.

**CTV-4 Public Affairs Program or Series**
Best locally produced public affairs program or series.

**CTV-5 Spot News**
A single report or series of reports on a breaking or unplanned local news event.

**CTV-6 Hard News Story**
A single report taking on a serious local incident or issue.

**CTV-7 Feature News Story**
A single local report serving as relief or contrast to serious reporting – human interest, subject portrayal, creative writing, entertainment value, effective use of video and audio.

**CTV-8 Use of Local News Video**
Best visually compelling station captured video judged on how it's used to enhance storytelling.

**CTV-9 Series or Documentary**
Best series of local reports or documentary on a single topic.

**CTV-10 Live On-Scene Reporting**
Best single or series of live, local on location reports by a single reporter.

**CTV-11 Sportscast**
Single best regularly scheduled local sportscast to be judged on sports content, flow, quality of overall presentation.

**CTV-12 Specialty Programming**
Special station produced local broadcast, different from regularly scheduled newscast.

**CTV-13 Evening Newscast**
Single best regularly scheduled local evening newscast to be judged on news content, flow, quality of overall presentation.

**CTV-14 Morning Newscast**
Single best regularly scheduled local morning newscast to be judged on news content, flow, quality of overall presentation.

**CTV-15 Weathercast**
Single best regularly scheduled local weathercast to be judged on scientific knowledge, viewer benefit, quality of overall presentation.

**CTV-16 Election Coverage**
Best in-depth coverage of a federal, state or local election.

## Social & Digital Media

**CTV-17 Best Use of Digital Platforms**
Compelling, visually appealing, relevant local content that connects with audience.  Entry may include URLs, screen shots, podcasts or a PDF description.

**CTV-18 Best Use of User-Generated Content**
Best use of locally collected content submitted by audience.  Entry may include URLs, screen shots, podcasts or a PDF description.

**CTV-19 Best Personality**
Local television personality with best presence on social media.  Judged on quality of content, audience engagement and frequency of posts.  Entry may include URLs, screen shots, podcasts or a PDF description.

**CTV-20 Podcast**
Most compelling locally produced digital audio, video or Internet series to be judged on quality of content, creativity and production value.

**CTV-21 Breaking News Coverage**
Best use of social and digital media in breaking local news coverage. Entry may include URLs, screen shots, podcasts or a PDF description.

**CTV-22 Best Classroom Digital Project**
Many students prepare podcasts and steaming projects for classes that are never streamed or broadcast.  This category focuses on the best podcast or use of the digital medium for a class project, even if it was not streamed or broadcast.

## NOTE: WHILE ENTRIES MAY INVOLVE A PROGRAM OF ANY DURATION, THE ACTUAL SEGMENT SUBMITTED MAY NOT EXCEED 5 MINUTES.