

(445) Broadcast News Production Team

Description & Eligibility

Create a three to five (3:00 - 5:00) minute news broadcast on the provided topic. Any postsecondary or secondary division contestant may enter this judged team event. A team will consist of 2-4 contestants. Teams must be registered for the national competition before the submission deadline and compete in both parts of the event to be ranked. **Entries that do not follow the provided topic or the Copyright and/ Fair Use Guidelines will be disqualified.**

Topic

The Power of Volunteering and Giving Back: Produce a three to five (3:00 - 5:00) minute news broadcast that educates teens on the value of community service and volunteering. Highlight how volunteering can positively impact a teen's personal growth, resume, and college applications. Feature local volunteer opportunities, school service projects, or teenagers who are actively making a difference in their communities.

Team Must Supply

- Digital presentation tools and supporting equipment (device, software, projector, extension cords, etc.)
- National Leadership Conference: film equipment (computer, software, camera, etc.)
- Optional - Props

Competition Notes

- Method of evaluation: judged.
- Carry-in and set-up of equipment must be done solely by the contestants within the time allotted.
- No Internet access will be provided on-site at NLC; however, contestants may provide their own access to be used only for their presentation to the judges.
- No materials may be left with the judges.
- Only the team captain should complete the submission.
- Length of event: no more than three (3) minutes for setup, no more than ten (10) minutes for the presentation, and no more than five (5) minutes for judges' questions.
- Finals may be part of the competition.
- Each state is allowed three (3) entries.

Technical Pre-Submit Specifications

What to Submit at https://upload.bpa.org	Saved File Name(s)	National Deadline
Clickable URL to Project, Script/Creative Brief, Works Cited and BPA Release Forms in one combined PDF file.	BNPT-TeamID.pdf	April 1, 2025, 11:59 p.m. Eastern Time

Contest Competencies

- Apply knowledge of software, equipment and skills related to broadcast production
- Develop a script for a news broadcast, within the specified time limits
- Demonstrate scripting techniques to present a clear story
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate proper use of tiles, lower thirds, and visual effects
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment
- Demonstrate effective use of B-roll to tell a story
- Demonstrate effective interview techniques and appropriate state presence by on-air-talen
- Demonstrate the importance good audio to enhance broadcast

Contest Specifications for this Event

- Team has the option of being the talent or having other students participate in the process. Professional talent is not permitted.
 - Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the production of the video. Teams may interview professionals, experts, adults, etc. For various news segments. Professionals or non-students who are interviewed are not considered talent.
- The three to five (3:00-5:00) minute broadcast must include the following:
 - Broadcast intro
 - News story and weather segment
 - 15-30 second promo or tease
 - Outro music with credits
 - Continuity in the news production
 - Audio, video, text, graphics, animation
 - Use of transitions and continuity must exist in the animation
- No presentation for the finals round at the National Leadership Conference. Scoring from the preliminary round will not be included in finals scoring. Video is judged on technical merit only.
 - Teams will have no more than four (4) hours to plan, produce, and export a news segment of one (1) (1:00) minute in length. No intro/outro will be used.
 - Teams will each receive a flash drive containing graphics and B-roll, which must be included in the news package.
 - Teams will film their production on site. During this time, students may communicate with contestants of their team via telephone but may not communicate with others (including their advisor) concerning the production of their video. Team will be disqualified for violating this rule.
 - After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
 - The video must be one (1:00) minute in length, rendered and exported into a MOV, MP4, AVI, MKV or MPG format and submitted using the provided flash drive. If video is not in the appropriate format, it may not be judged.

Common Specifications for all BPA Judged Events

- This is a pre-submitted event. Regional and state conferences have specific deadlines prior to the national deadlines. Please consult the regional or state conference administrator for those deadlines. For the National Leadership Conference, submit the URL to <https://upload.bpa.org> no later than 11:59 p.m. Eastern Time on April 1, 2026.
- Upload completed projects to a video/file sharing link (Vimeo, YouTube, Dropbox, etc.). Projects must be viewable on Windows and Mac platforms. Set the access level of your project to one of BPA's recommended settings. See the Cloud Sharing Guidelines for additional information.
- An auto-generated confirmation will be provided upon project submission for the National Leadership Conference; individual confirmation cannot be provided. **No changes can be made to the project after the date of submission.**
- Team ID is required for all submissions. Materials from non-registered contestants and/or those missing Team ID cannot be accepted.
- The team is responsible for securing a signed BPA Release Form(s) from any person, including themselves, whose image or work is used in the project.
- The contestant is responsible for citing all sources, including oneself, on the Works Cited page for any work used on the project. It is the policy of Business Professionals of America to comply with copyright law. The *Style & Reference Manual* contains guidelines for Copyright and/or Fair Use. Contestants will be disqualified for violations of the guidelines.
- Materials must follow the organization's BPA Graphic Standards and make proper use of the BPA logo and/or organization's name. Refer to the BPA Graphic Standards in the *Style & Reference Manual*.
- Judges' comments will be returned digitally through the online judging system at the national level. Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.

Broadcast News Production Team (445)

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted the correct information, in the correct format, as one (1) PDF file. 1. Clickable URL to Broadcast 2. Script/Creative Brief 3. Works Cited (formatted in accordance with the <i>Style & Reference Manual</i>) 4. BPA Release Form(s)				/10
Introduction				/10
News story and weather segment				/10
Segue (seg-way) between the news stories				/10
Outro (music) with credits/sources				/10
15-30 second promo/tease				/10
Broadcast News Production made effective use of time and was within the video time limit of 3-5 minutes.				/10
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Originality of Content	Lacks originality; heavily derivative or copied.	Some original ideas present; partially creative.	Highly original and creative; shows unique perspective.	/20
Developed Storyline (B-roll & Interviews)	Storyline is disjointed or underdeveloped; B-roll/interviews poorly integrated.	Storyline is mostly coherent; B-roll and interviews support the narrative.	Storyline is compelling and well-developed; B-roll and interviews enhance the message.	/20
Segue Usage	Segues are missing or confusing; transitions are abrupt.	Segues are present and mostly effective.	Segues are smooth, purposeful, and enhance flow.	/20
Onscreen Talent Presence	Talent appears uncomfortable or unprepared; lacks confidence.	Talent is generally confident with minor issues in delivery.	Talent is highly confident, engaging, and professional.	/20
Talent Voice Effectiveness	Voice is unclear, mumbled, or lacks projection.	Voice is mostly clear and audible with minor issues.	Voice is clear, well-enunciated, and confidently projected.	/20
Green Screen Technology Use	Green screen is poorly used or distracting.	Green screen is used appropriately with minor flaws.	Green screen is seamlessly integrated and enhances the production.	/20
Video Quality	Video is often out of focus, shaky, or lacks variety.	Video is mostly steady and in focus with some variety.	Video is consistently sharp, steady, and visually dynamic.	/20
Lighting Quality	Lighting is poor or inconsistent; subjects are hard to see.	Lighting is adequate with minor inconsistencies.	Lighting is professional, consistent, and enhances visuals.	/20
Color Quality	Colors are dull, off-balance, or inconsistent.	Colors are mostly accurate and consistent.	Colors are vibrant, well-balanced, and visually appealing.	/20

Broadcast News Production Team (445)
Technical Scoring Rubric (Con't)

Audio Quality	Audio is unclear, unbalanced, or distracting.	Audio is mostly clear with minor issues.	Audio is crisp, well-leveled, and enhances the experience.	/20
TOTAL TECHNICAL POINTS				/270

Broadcast News Production Team (445)

Presentation Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-15 points	Points Awarded
Delivery & Engagement	Team rarely maintains eye contact, uses minimal gestures and body language, or has significant inconsistencies in tone and pace.	Team occasionally breaks eye contact, uses limited gestures and body language, or has some inconsistencies in tone and pace.	Team maintains good eye contact, uses appropriate gestures and body language, and varies their tone and pace adequately.	/15
Organization, Design & Structure	Presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers and/or points are awkward or absent.	Presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers and/or points are choppy.	Presentation content flows adequately, and each team member's role is clear and integrated into the presentation. Transitions between speakers and/or points are smooth.	/15
Evaluation Criteria	Below Expectations 0-15 points	Meets Expectations 16-30 points	Above Expectations 31-45 points	Points Awarded
Content Knowledge	Presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	Presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	Presentation demonstrates a good understanding of the topic and includes relevant and accurate information.	/45
Evaluation Criteria	Below Expectations 0-4 points	Meets Expectations 5-7 points	Above Expectations 8-10 points	Points Awarded
Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are detailed, insightful, and effectively address the judges' questions.	/10
Team Members	At least two original team members were present during the presentation.			/5
Timing	Setup lasted no longer than three (3) minutes, and the presentation lasted no more than ten (10) minutes.			/10
TOTAL PRESENTATION POINTS				/100

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Broadcast News Production Team (445)

Technical Scoring Rubric - FINAL (Nationals Only)

Evaluation Criteria				Points Awarded
Required Elements		Select One	Award all or none	
Contains at least one (1) interview		<input type="checkbox"/> Y <input type="checkbox"/> N	10 points	/10
Contains BPA provided graphics		<input type="checkbox"/> Y <input type="checkbox"/> N	10 points	/10
Appropriate use of B-roll		<input type="checkbox"/> Y <input type="checkbox"/> N	50points	/50
Video is exactly 1-minute in length		<input type="checkbox"/> Y <input type="checkbox"/> N	20 points	/20
Final export met timed event deadline		<input type="checkbox"/> Y <input type="checkbox"/> N	50 points	/50
Exported in correct format		<input type="checkbox"/> Y <input type="checkbox"/> N	20 points	/20
TOTAL REQUIRED ELEMENTS				/160
Evaluation Criteria	Below Expectations 0-6 points	Meets Expectations 7-13 points	Above Expectations 14-20 points	Points Awarded
Content	Content lacks originality; minimal on-site footage used.	Content shows some originality; majority of footage shot on-site.	Highly original content; all footage shot on-site.	/20
Broadcast Content				
Developed Storyline	Storyline is unclear or undeveloped.	Storyline is present but may lack depth or coherence.	Well-developed and coherent storyline throughout.	/20
Effectiveness of Production	Production elements are poorly executed or distracting.	Production is adequate with some effective elements.	Production is highly effective and enhances the message.	/20
Appropriate Usage of Existing Graphics/Audio	Graphics/audio are poorly chosen or irrelevant.	Graphics/audio are appropriate but not fully integrated.	Graphics/audio are well-chosen and seamlessly integrated.	/20
Effectiveness of On-screen Talent Presence	Talent lacks confidence; poor body language and speech.	Talent shows some confidence; body language and speech are adequate.	Talent is confident; excellent body language and speech.	/20
Effectiveness of Talent Voice	Voice is unclear or poorly projected.	Voice is mostly clear and adequately projected.	Voice is clear, well-enunciated, and confidently projected.	/20
Writing Accuracy	3 or more errors; possible copyright violations.	1-2 errors; no copyright violations.	No errors; no copyright violations.	/20
Quality	Video lacks focus, steadiness, or shot variety.	Video is mostly in focus with some shot variety.	Video is consistently in focus with excellent shot variety.	/20
Video				
Lighting	Lighting is poor and detracts from the video.	Lighting is adequate but inconsistent.	Lighting is high quality and enhances the video.	/20
Color	Colors are dull or poorly balanced.	Colors are acceptable with minor issues.	Colors are vibrant and well-balanced.	/20
Audio	Audio is unclear; poor use of fades or ambient sounds.	Audio is mostly clear with some use of effects.	Audio is clear and effectively uses fades and ambient sounds.	/20
TOTAL TECHNICAL POINTS				/380