

OVERVIEW

Applying leadership and 21st century skills, participants utilize written and verbal communication skills designed for a mass audience to convey a news story revolving around a designated theme in both a video broadcast (preliminary) and a digital written format (semifinals). Participants must demonstrate a strong understanding of journalism etiquette and common practices of the field.

ELIGIBILITY

Two (2) teams of two to three (2-3) members per chapter may participate.

TIME LIMITS

PRE-CONFERENCE

- A. All components of the chapter's news broadcast must be finished, submitted, and accessible via the Internet by 5:00 pm March 1, 2024.
- B. Broadcast time slot is 4 minutes. Participants have four (4) minutes to present an informative news story on a scientific topic (*see themes*).
- C. Points will be deducted for every 5 seconds under or over 4:00 minutes.

SEMIFINAL ROUND

- A. Participants will be given ten (10) minutes to read over a provided briefing of the selected individuals that describes the work of a selected business or industry professional and plan interview questions for the individuals.
- B. Following the briefing, there will be a 1/2 hour press conference where all teams can ask questions of the individuals.
- C. Participants are then given twenty-four (24) hours to produce an original digital news article. Examples of appropriate news stories can be found [here](#).

ATTIRE

TSA competition attire is required.

PROCEDURE

PRELIMINARY ROUND

- A. For this year's theme, participants choose either
 - i. The science behind, and benefits of, cloud seeding OR
 - ii. The use of bacteria to mitigate plastic waste
- B. Participants prepare a news broadcast that presents the information from the annual theme in an informative and creative manner while abiding to the time constraints.
- C. All components of the chapter's news broadcast must be finished, submitted, and accessible via the Internet by 5:00 pm March 1, 2024.

PRELIMINARY ROUND

- A. Judges independently assess the entries to determine the top twelve (12) semifinalists.
- B. A list of twelve (12) semifinalists (in random order) is posted.

SEMIFINAL ROUND

- A. Semifinalist teams report at the time and place stated in the conference program to sign up for a briefing/interview time slot.
- B. Semifinalist teams may be represented by two (2) to three (3) members.
- C. Semifinalists are given ten (10) minutes to read over a provided written brief on the topic for the digital journalism challenge and to prepare interview questions.
- D. Following the briefing, there will be a 1/2 hour press conference where all teams can ask questions of the individuals.
- E. Semifinalist teams are given twenty-four (24) hours to produce a digital news story detailing the information provided in the briefing and gathered in the interview.
- F. Judges independently assess the news stories.
- G. The top ten (10) finalists are announced at the awards ceremony.

REGULATIONS AND REQUIREMENTS

Students will work to develop their leadership and 21st century skills in the process of preparing for and

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participating in this TSA competitive event. The development and application of those skills must be evident in their submission, demonstration, and/or communication pertaining to the entry.

PRELIMINARY ROUND

- A. Video News Story
 - a. The news broadcast must present the annually chosen headline, summarize key information, and present it in an original manner. The video must:
 - i. Include an introduction of the headline.
 - ii. Sufficiently summarize content from the news story.
 - iii. Explain possible future implications of the headline.
 - iv. Not exceed four (4) minutes in length.
 - v. Include audio and visual produced solely by the team.
 - 1. Royalty free images, video, and music may be used so long as they are properly cited and included in the Student Copyright Checklist.
 - b. References and Resources should be cited in proper Modern Language Association (MLA) style; pages as needed.
 - i. Sources other than the news story are allowed, but participants must cite them appropriately.
 - ii. References are to be submitted as a PDF along with the news broadcast.

SEMIFINAL ROUND

- A. Briefing and Interview
 - a. Participants arrive at the event area at their designated time.
 - b. Participants are given ten (10) minutes to be briefed on the interview topic and create questions.
 - c. Participants have ten (10) minutes to interview the professional
 - i. Team members may choose to use an audio recording device.
 - ii. Only audio is permitted to be collected and used by participants.
 - iii. No video recording is permitted.
 - iv. Participants must respect that anything “off the record” may not be included in the final news story.

- B. Digital News Story Format
 - a. Written articles should be the original work of participants and should be five-hundred (500) words in length.
 - i. Teams will be penalized for falling outside ten (10) percent of this word count.
 - b. Participants may use any font style or size, but should maintain professionalism.
 - c. Participants may use any software to design their digital news articles.
 - d. References and Resources should be cited in proper Modern Language Association (MLA) style; pages as needed.
 - i. Participants may use outside resources to supplement their article, but they must be cited appropriately.
 - e. Entries should be submitted in a PDF format.

EVALUATION

PRELIMINARY ROUND

- A. The news broadcast

SEMIFINAL ROUND

- A. The interview and digital news story

Refer to the official rating form for more information.

STEM INTEGRATION

This event aligns with the STEM (Science, Technology, Engineering, and Mathematics) educational standards.

LEADERSHIP AND 21ST CENTURY SKILLS DEVELOPMENT

This event provides opportunity for students to build and develop leadership and 21st century skills including but not limited to:

- Communication
- Creativity
- Collaboration/Social Skills
- Initiative
- Critical Thinking
- Relationship Building/Teamwork
- Flexibility/Adaptability

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CAREERS RELATED TO THIS EVENT

This competition has connections to one (1) or more of the careers below:

- News anchor
- Scientific journalist
- Researcher/corresponding author
- Field reporter