

OBJECTIVE 1:

Write and produce a news story (minimum length – 2 minutes) about a Nebraska based product or service. The product may be an existing product **OR** a proposed product idea you may be interested in developing or promoting. The news story should include a description of the product/service or an interview with the product/service developer or provider explaining why their Nebraska product is better. The format of the story must be in two parts (60-90 seconds each).

OBJECTIVE 2:

Write and produce a 60 second commercial about the product or service. The commercial should include at least four of the following elements:

- Product/service name
- Product/service purpose
- Testimonial (why they use it) from a customer/client
- Music or sound effects
- Purchase locations (store/phone/website)

OBJECTIVE 3:

The project should be edited together as follows:

1. News story segment 1
2. 60 second commercial
3. News story segment 2

SKILLS:

Talent – Must write and edit the script of the news story, research the product, be prepared to conduct interviews, show proper microphone technique, use proper diction and pronunciation, and assist with editing of the finished product. Clever creativity is encouraged. **SELL THE PRODUCT.**

Engineer – Must show proper technique in obtaining proper levels to recorder, microphone choice, proper mix levels and balance, and final editing results. **PRESENT THE PRODUCT.**

REQUIREMENTS:

The completed project must be submitted by 12:00 pm on Thursday, April 13th on a USB Flash Drive (clearly labeled with the Team number) in “high quality” MP3 or CD quality audio (16 bit – 44.1K)

JUDGING:

Contestants will be judged on all of the criteria shown on the scorecard available at the SkillsUSA Competition website. Any failure to follow the prompt in any part of the criteria will result in a score of 0 (zero) for that section. Any use of off-color humor or profanity will result in a score of 0 (zero) for entire project for the team.

NO COPYWRITTEN MATERIAL CAN BE USED IN THE PRODUCTION PER SkillsUSA.

Any violation of this will result in a score of 0 (zero) for the entire project for the team.