

Performance Based Assessment

Broadcast Media
Event Overview - SY2015



Advertising campaigns just like the products they promote have always had a distinct lifecycle requiring gradual changes over time. Designing media to introduce a new product can be very different from trying to improve its market share or working to maintain the share it already has. Now in the modern age of constant media exposure, advertising is refreshed even more often to remain effective and relevant.

A fresh advertising campaign can either break away from the old to make an impact or evolve from what already exists to form a seamless transition that takes advantage of what has come before it. That decision can be based off the success of an existing campaign but previous success is just one factor among many that may also include the availability of assets or market changes.

Television Services Commercial

During this year's Broadcast Media Performance-Based Assessment your team will be working on behalf of Hawaiian Telcom to create a new commercial to promote their current television services. Your teams are tasked with creating a draft of the commercial to effectively convey your approach to the project. The final version of the commercial would be targeted for both television and web distribution.

Presentations will be centered on the draft of your commercials and explain in further detail the changes that would appear in the final product. Your presentations will also include a full explanation of your approach including how it relates to Hawaiian Telcom's existing advertisements as well as how and why your approach differs from their existing media.

About Hawaiian Telcom

Headquartered in Honolulu, Hawaiian Telcom is Hawaii's leading provider of integrated communications solutions for business and residential customers. With roots in Hawaii beginning in 1883, we offer a full range of services including voice, video, Internet, data, wireless, and advanced communication and network services supported by the reach and reliability of its network and Hawaii's only 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always On customer experience.

On the second day your concepts will be presented to and evaluated by a panel of judges representing the interests of your client. You will be evaluated on the strength of your overall design and the skill with which you are able to present it. Teams are allowed to create and present an alternative product during their presentation, but additional proposals must include a complete set of deliverables and both team members must be prepared to present each one fully with the same level of care and enthusiasm.

Your presentations should include a brief description of the process behind your designs and your overall strategy. The purpose of your presentation is to justify and promote the viability of your concept. Be prepared to explain how your design will target the desired audience and why your concept will be effective in appealing to them. Your team will be expected to present and illustrate appropriate examples of your technical strategy and/or show how it might appear in actual use.

Following your team's presentation there will be a question and answer period for the judges to request additional information regarding what you presented and test your team's material knowledge relating to the project. Both team members should be able to answer any questions regarding their design(s) and the development process.

Development work will end at 8:30pm of the first day. All presentation media including digital copies of all printed materials to be used in the team presentation must be submitted by 9:00pm via the provided flash drive. The flash drive will be returned to the team on the following morning prior to presentation.

Deadline: 9:00pm April 7th, 2015. All digital materials will be submitted on a flash drive to be provided.

Failure to follow event rules can lead to significant penalties and/or disqualification.

Additional event rules include but are not limited to:

- Presenting external resources without proper citation or credit.
 - This includes royalty free music, sounds, and artwork.
- Using offensive or highly objectionable material in your presentation.
- Public disclosure of confidential client materials without permission.
 - Any media intended for online distribution should be presented in an offline format.

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Student Deliverables

Prior to Event:

Technical Writing (50 points)

- ✓ Research paper concerning improving brand awareness through broadcast media.
- ✓ Papers due by February 24th, 2015.

Day 1 (April 7th, 2015) – Production:

Production Materials (50 points)

All deliverables and digital material will be collected via USB flash drive.

All deliverables are due by 9:00 p.m.

- ✓ The client will specify any special design aspects required in your project during the scenario presentation.
- ✓ Uploading any project materials to unsecure sites is prohibited; online aspects of your design should be presented offline.
- ✓ Teams are not allowed to source any copyrighted or purchased material in their design product not provided by the client.
- ✓ Teams are allowed to bring and use pre-existing assets for their presentation media, but all sourced material must be credited.
- ✓ Digital versions of all deliverables and presentation materials must be saved in an appropriate format and submitted at the end of the working session on a flash drive that will be provided.

Printed Media (required)

- ✓ At least two printed or physical examples that represent your proposal are required.
- ✓ Examples of your design are to be given to the judging panel during your Day 2 presentations.
- ✓ Printed materials should also be available in digital form and saved to a common graphic format such as GIF, JPG, PNG, or PDF.
- ✓ Teams are allowed to bring and use their own peripherals to insure quality control and/or access to non-standard media.
- ✓ A printer will be available in a common area for teams to share but technical support will be limited.
 - Basic 8.5"x11" paper will be provided, but any alternatives in size or quality should be prepared by teams.

Presentation Media (required)

- ✓ PowerPoint or other offline presentation software outlining the Day 2 oral presentation is strongly recommended.
 - Your client's information and any work you perform for them should be considered private and proprietary unless informed otherwise. Be sure any work done on their behalf is not subject to uncontrolled dissemination.
- ✓ Presentations should integrate displays of their example work including digital versions of any printed media.
- ✓ A printout of the presentation must be provided along with the other collected materials for the judges to reference.
 - Full size printouts of presentation slides are not required; a scaled down handout format is preferred.
- ✓ Teams will be providing their own presentation computers and should be prepared accordingly.
- ✓ Changes to any presentation material from the previous day are not allowed and may result in disqualification.

Day 2 (April 8th, 2015) – Presentation:

Team Oral Presentation (25 points)

- ✓ All teams must be ready to present by 8am, presentation order will be revealed at that time.
- ✓ Each team will have up to 5 minutes to set up and load their presentation computer.
- ✓ A SVGA projector will be available at each presentation area but teams should be prepared with their own adapters.
 - Anticipate limited screen resolutions during presentations as most projectors use lower resolutions than modern displays.
- ✓ Each team will have up to a maximum of 15 minutes for their presentation.
- ✓ Only files and media samples created on the previous day can be used during the presentation.
- ✓ Both members of the team must have a speaking role in the presentation.

Question and Answer Session (required)

- ✓ Directly following the oral presentation will be a 5-minute question and answer session.
- ✓ The judging panel will ask questions to both participants regarding the project and/or their development process.

Arts and Communications Career Pathway

Broadcast Media Concentration Standards

ANB 1.0: Evaluate the evolving relationship between broadcast media and society for its impact on the broadcast industry.

- 1.1: Assess broadcasting as a communicative medium used to captivate, inform, motivate, or entertain.
- 1.2: Compare and contrast the impact of radio, television and Internet broadcasting on modern culture and society.
- 1.3: Assess the response of broadcast media and the broadcast industry to societal changes.

ANB 2.0: Evaluate the impact of advances in media technology on audiences and the broadcast industry.

- 2.1: Assess how changes in media technology have affected the accessibility of broadcast production.
- 2.2: Evaluate the impact of distribution technologies on the broadcast media industry and development.

ANB 3.0: Comply with legal and ethical practices used in the positive production and distribution of broadcast media.

- 3.1: Examine the significance of the FCC (Federal Communications Commission) and the FTC (Federal Trade Commission) to broadcast media distribution and development.
- 3.2: Evaluate legal and ethical behavior related to the creation, use, and distribution of broadcast content that minimizes the risk of legal or moral consequence.

ANB 4.0: Evaluate the use of broadcast media to convey a narrative message to a targeted audience.

- 4.1: Deconstruct various media presentations to identify their effective components and the organizational structures used to convey them.
- 4.2: Assess the use of broadcast media to elicit a desired response from a targeted audience.

ANB 5.0: Evaluate the interactions between various broadcast professions and their impact on broadcast media development.

- 5.1: Compare and contrast professions associated with the production of Broadcast media.

ANB 6.0: Synthesize aspects of broadcast media to create a presentation that communicates a specific message to a target audience.

- 6.1: Plan and construct a broadcast message targeted to a specific audience.
- 6.2: Develop a broadcast media production that conveys a targeted message.
- 6.3: Evaluate the interaction between broadcasting professions during the planning, and production of a media broadcast.