

# ADVERTISING

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COMMERCIAL ADS + PSA's - Free- for- all

AD DESIGN – UG and PG

COPY EXCELLENCE – UG and PG

EXCELLENCE IN DESIGN – UG and PG

MAD ADS – Free- for- all

## **RULES AND REGULATIONS:**

### **Commercial ads + PSA's**

Participants: 2 in a team

Duration: 45 to 60 secs

Time limit: 1 week

Medium: Print

Radio

Television

1. AD should be original no piracy or copyrighted material.
2. AD shouldn't be a modified version of any existing ads.
3. AD should be free of obscenity, nudity, foul language and other un-parliamentary content.
4. AD should not be offensive and should be sensitive to all sentiments.
5. HD resolution for TV ads and A3 size for print ads is a must.

### **AD Design**

Participants: 2 in a team

Time limit: 3-4 hrs

Hard copy and soft copy both required.

Each team is required to carry laptops.

Topics will be given on the spot.

### **Copy Excellence**

Participants: 2 from each college

Time limit: 45 mins

Topic will be given on the spot.

No word limit.

### **Excellence in design**

Participants: 2 from each college

Time limit: 1 Week

AD should follow the principles of design.

A3 size is must.

Hard copy and soft copy both required

**Mad Ads**

Participants: Minimum 3 –Maximum 5 excluding 1 speaker.

1 entry per college

Time limit: Minimum 3 mins – Maximum 6 mins.

Theme- Ad spoof

Should not be offensive and should be sensitive to all sentiments.

Cannot ridicule other educational institutes.

Props can be used.

2 days of preparation time.

# PUBLIC RELATIONS

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PRESS RELEASES

CRISIS STUDY

DESIGN A PR CAMPAIGN

MOCK PRESS CONFERENCE

## **RULES AND REGULATIONS**

### **Press releases**

Participants: 2 in a team

Time limit: on the spot

Word limit: 1500 words

Double spacing, Font size 12, Times new roman preferred.

Power point presentation

### **Crisis study**

Participants: 3 in a team

Time limit: 1 day event.

Topic given on the spot.

Its a research based event

Power point presentation.

### **Design a PR campaign**

Participants: 3 in a team

Time limit: 1 week

Campaign should cover internal and external publics.

Cost effective budget has to be mentioned.

Soft and Hard copy required.

Should follow basic PR ethics.

**Mock press conference**

Participants: 3 in a team

Time limit: 5-7 mins

Topics will be given on the spot.

Teams will be judged on the language, clarity, knowledge, coordination and presentation of information.

On stage event.

# PRINT

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Editorials – Final year UG and PG

Best Lab Journal – UG Journalism and PG

Photojournalism (with caption) – Free-for-all

Caricature – Free-for-all

Best published article (2010) – Free-for-all

## **Rules and Regulations**

**One student can participate in 2 events max.**

### **Editorials (On spot) –**

1. Word limit maximum 350 words.
2. Time limit 30 minutes.
3. Contemporary issues.
4. Yet to decide topic.

### **Best Lab Journal –**

1. Minimum 4 pages
2. Members – Minimum 3, Maximum 5
3. Tabloid size
4. August issue (Recent)
5. Edit page mandatory
6. Original news reports and content. No plagiarism

### **Photojournalism (with caption) –**

One entry per participant

1. News value
2. Aesthetical values of photography
3. Monochrome or colour
4. No mobile cameras allowed
5. Softcopy with hardcopy
6. Duration – 10 am to 3 pm
7. Any file format (preferably .jpeg)
8. Caption word limit 15 words max
9. No computer-aided editing

**Cartoons/Caricature –**

1. Any contemporary issue
2. 9 am to 1 pm
3. Pencils or black ink pens
4. A4 size sheets

**Best published articles (2010) –**

1. Published in 2010 in any college newsletter, journal or any newspaper
2. Byline mandatory
3. Features or news reports
4. Hard copy

# RADIO

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RADIO PROMO

RADIO DRAMA

RJing

RADIO NEWS

RADIO SPOOF

## **Rules and Regulations**

### **Rules to be followed in all categories**

1. The first two categories of events: RJ-ing and Radio Spoofing, are open to undergraduate levels, graduate and post graduate levels
2. Other categories are open only for post graduate levels only.
3. Students participating must at least have the basic knowledge of the console
4. All the following categories require voice clarity and should be radio friendly
5. Foul and offensive language is strictly not allowed
6. Unnecessary promotions of brands, products etc should be avoided
7. All records should be strictly within the time limit given per category
8. All record should be related to the theme or the topic given
9. All records should either be in English, Kannada or Hindi. Languages other than these will not be considered.
10. All recordings should be clear, understandable and noise free
11. If any copyright material has been used than it should not be more than 30seconds
12. Professional help shall not be acquired. It should be a student enterprise and must be done individually or in a team according to the category.
13. Final product should be submitted in WAV format in a CD to the Dept of Communication and Media of Jain University,
14. The participant's name, college, degree and the event the record belongs to should be clearly mentioned on the CD

### **RJ-Ing**

1. All the above basic rules apply
2. The topic and time limit shall be given on the day of the preliminaries

### **Radio Spoofing**

1. the record should not exceed 5min in time duration
2. one week's preparation time shall be given after the announcement of the topic

### **Radio Promo**

1. Should not exceed 5minutes of the time limit.
2. One week preparation time shall be given after the announcement of the topic
3. Similar or used tagline should be avoided. All content should be original

### **Radio Drama**

1. Should not exceed more than 10 minutes of the given time limit.
2. Script should be simple and should not contain more than 3-4 characters.
3. One weeks preparation time shall be given after the announcement of the topic
4. Scripts should be submitted within two days after the topic has been announced to the Dept of Communication and Media, Jain University.
5. Scripts should be compatible to Ms word
6. Credits should be mentioned clearly in the script
7. Content should be original and should be a student initiative

### **Radio News**

1. Content should be serious and should include sound bites, interviews etc
2. The topic will be given on the day of the preliminaries
3. The content should be original with no piracy or copyrighted material
4. Should characterize all the qualities of news reporting for radio

# TELEVISION

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DOCUMENTARY FILM MAKING

SHORT FILM

CITIZEN JOURNALISM

ANCHORING

## **RULES AND REGULATIONS**

### - **Documentary Film Making**

1. All documentaries must have a minimum duration of 10 min and should not exceed 15 min
2. Two weeks of preparation time will be allotted to each team
3. Every college can submit one film per category, per level
4. Levels include Level 1: 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, 1<sup>st</sup> and 2<sup>nd</sup> undergraduate levels and Level 2: 3<sup>rd</sup> undergraduate, 1<sup>st</sup> and 2<sup>nd</sup> Post Graduate students
5. Category 1 includes films made with mobile cameras and basic digital cameras of displayable quality
6. Category 2 includes films made with handy cameras, digital slr cameras, 3 CCD and higher range of professional cameras
7. The formats have to be in AVI, MPEG2(DVD) and other formats playable on VLC or Windows Media Player
8. Content should be original and time stamped to the duration provided with no piracy or copyrighted material
9. Film should be free of obscenity, nudity, foul language and other un-parliamentary content
10. Films should not be offensive and should be sensitive to all sentiments
11. Languages other than English, Hindi and Kannada should be accompanied by subtitles
12. All films should stick to the topic or theme
13. Credits should include the team members, assistants and references if any
14. The whole film should be a student initiative and done independently by the team
15. All films should be submitted on CD or DVD only with the name of institution, film and team
16. All films should be submitted by 30<sup>th</sup> August by the teams either by post or personally to the Department of Communication and Media

### - **Short Film Making**

1. All above rules of Documentary Film Making apply
2. Time duration will be a minimum of 5 minutes to a maximum of 7 minutes

### - **Citizen Journalism**

1. The duration of a news story should be a minimum of 3 minutes to a maximum of 5 minutes

2. The team of students will have to focus on citizen issues in and around Bangalore city
3. From the day the topic is announced and invites have been received, students will get one week duration for the execution of the piece and will have to send in their entries to the Department of Communication and Media, Jain University
4. The news story can be shot on mobile cameras, digital cameras or higher quality cameras
5. The content should be original with no piracy or copyrighted material
6. Should epitomize all qualities of news gathering
7. Equipments will have to be brought by the participants

- **News Anchoring**

1. The duration of a news story should be a minimum of 3 minutes to a maximum of 5 minutes
2. The topic will be given on the day of the preliminaries
3. Script will have to be originally created by participants based on the topic or theme
4. Script should be free of obscenity, nudity, foul language and other un-parliamentary content