

# Pre- Convention Event



# Mass Communications

## Purpose

To train Christians to communicate effectively with information and technology.

## Event Participation

1. Students may participate in any or all of the following four categories. Boys and girls may participate together in all categories.
  - Blogging
  - Podcasting (Entries within a grade division will all be judged against each other, whether they are one participant or a team of two participants.)
  - Storyline
  - PowerPoint Presentation
2. In each category of participation, there will be three grade divisions:  
Grades 3-6                  Grades 7-9                  Grades 10-12

## General Event Rules and Guidelines

1. **Mass Communications entries will no longer be uploaded to the registration portal server. As students are registered for their categories, a URL (web address) will be entered in a corresponding space for the entry. This URL will be required in order to register for the category, so be sure to have all information before attempting to register students. Details for each category's entries are in their respective sections.**
2. **All entries must be submitted by the convention registration deadline. Late entries are ineligible.**
3. All entries (i.e., blogs, podcasts, storylines, and PowerPoints), will become property of L2L and may be used to train and to encourage other groups as they prepare for the event.
4. Refer to the Evaluation Forms section of this rulebook to see the judging forms that will be used in this event. This helps the students and adult coaches to understand the evaluation categories for the event.

## Judging

1. Each category of participation will follow its own event rules.
2. The number of entries will determine how judging takes place. There may be times when all places for a grade division in a category may be awarded at a convention location/color other than your own.

## Awards

First, second, and third place awards will be given for each category in each grade division. The number of entries will determine how judging takes place. There may be times when all places for a grade division in a category may be awarded at a convention location/color other than your own.

# Blogging

## Event Rules and Guidelines

1. This event involves a blog post suitable for publication on a website such as *Gospel Advocate*, *Christian Woman*, etc. L2L and *Gospel Advocate* may use any blog for marketing purposes and/or submit it for publication. Winning entries may be published on the L2L Facebook page. L2L reserves the right to publish any or all of the non-winning stories on the L2L Facebook page.
2. The following guidelines apply:
  1. The content of the blog post must be related to the selected convention theme and biblically accurate.
  2. The entry must not be a speech, but a blog prepared for publication.
  3. Each blog entry must be the entrant's original work, in its entirety, and must not infringe on the intellectual property or other rights of any other third party, regardless of country of residence. It is the entrant's responsibility to clear all aspects of copyright.
  4. The blog must be between **350-750 words**.
  5. The blog **must** be written and compiled completely by the student. Adults may proof for spelling errors or arrange for the material to be typed.
  6. L2L reserves the right to disqualify any blog entry which infringes the copyright or other intellectual property rights of third parties. This includes copyrighted photographs used without express permission within the blog. L2L is not responsible or in any way liable for any violations of copyright or any other unauthorized use of images/graphics/video or other content of submitted entries.
  7. Any blog entry containing rude, unlawful, discriminatory, sexually explicit, or libelous material will not be accepted. Any entry containing promotional material, endorsement, or advertising will not be accepted.
  8. **Submissions must be uploaded by the student to a website (check Google for free options), Facebook, or other electronic resource that is readily accessible by anyone so that it can be judged.**
3. Criteria for Scoring:
  1. Content (Biblical accuracy, clarity of principle presented)
  2. Adherence to convention theme
  3. Composition (introduction, development of thought, conclusion or summary statement)
  4. Grammar, syntax, and vocabulary (actual use of the language)
  5. Reader appeal (creativity, timeliness, and continuity of thought)
4. Penalties:
  1. Any self-identification within the blog by the participant will be penalized three points.
  2. Students will be penalized two points for one to 25 words over or under the word limit; four points for 26 to 50 words over or under the word limit; etc.

## Entry Submission

In the L2L Registration Portal, the group leader will check the box for Blogging. The blog file will be posted to a website where it can be accessed by anyone. In the text box next to the category name, enter the URL for the blog. This is **required** to register for this category.

## Judges' Instructions for Blog Entries include evaluation in the following categories:

1. Content – 20 points (Biblical accuracy, clarity of principle presented)
2. Adherence to theme – 15 points
3. Composition – 25 points (Introduction, development of thought, and summary)  
Judges will critique organization and structure in the student's writing. The flow of the student's thoughts should be smooth and logical in order.
4. Grammar, syntax, and vocabulary – 20 points  
Proper grammar, vocabulary and sentence structuring should be found in the composition.

5. Reader Appeal – 20 points (Creativity, timeliness, continuity of thought)  
Figures of speech, similes, metaphors, colorful choice of words, and zestful, descriptive phrases are important qualities. The writing should be interesting for the reader from beginning to end.

## Podcasting

### Event Rules and Guidelines

1. To enter, one participant, or a team of two participants, must submit an audio file featuring the student(s) discussing a topic of their choosing (the “Submission”). The Submission must be both “original” (as defined by copyright law) and unique (meaning it must have been created for the sole purpose of entering the event). Submissions must comply with the following requirements:
  1. Submissions must be between three (3) and six (6) minutes in length.
  2. Submissions must be created specifically for the event.
  3. Submissions must be the original work of the student(s). Adults, however, may help upload the recording.
  4. Submissions must be uploaded by the student(s) to a podcasting site, such as SoundCloud, Anchor FM, or others (in any format acceptable to the site). The ability to download the submission should be enabled. Submissions must comply with the site’s Term of Use. These and other sites have a Basic level that are free.
  5. Submissions must not contain material that violates or infringes another’s rights (including, but not limited to, material that violates privacy, publicity, or intellectual property rights).
  6. Submissions may not include any material that infringes the intellectual property rights of any person. Please be respectful of copyright and trademark laws. All material must be original to the persons who creates the podcast. Pre-recorded music may not be used. Students may include live performances of public domain songs or non-copyrightable rhythm elements. For avoidance of doubt, for the purposes of these Official Rules, “public domain” does not mean “publicly available;” it means that copyright has expired, and the material is no longer under copyright protection. We encourage students to err on the side of excluding music if the student is not sure whether the music is copyrighted or not. Entries will be disqualified if they contain materials that appear to infringe copyrights, trademarks, or other intellectual property rights of others. Songs or chants made up by students are acceptable as long as they are performed live on the recording and student notes in student’s Explanation document that the song/chant was composed by student.
  7. By submitting an entry, you affirm that you own all the rights to any and all musical content in your submission, including but not limited to the right to reproduce, distribute, and publicly perform. For examples of what is and is not public domain work, you may visit <https://copyright.cornell.edu/publicdomain>
2. Submissions may be on any topic related to the L2L theme for each convention year; however, the following prompts are offered as suggestions:
  1. Tell us a story about your school or community: about something that happened there – recently or in the past — that you would like your audience to know.
  2. What is a moment in history which all students should learn?
  3. Show us both sides of a debate about an issue that’s important to you.
  4. Explain something that youth understand and adults may not.
3. Rules regarding identification of participants:
  1. The student(s) must upload a publicly viewable and downloadable Submission to a podcasting site between the day registration opens and the day registration closes. If a team of two students records the podcast together, only one student needs to upload it to the site.
  2. In addition to the audio of the podcast, the student(s) must write an explanation of the Submission (up to 200 words in .doc, .docx, or .pdf format). This is not a verbatim script of the podcast, but an explanation of what is discussed. Save it to a cloud storage site that allows you to create a link for sharing. Free options are available from Dropbox, Google Drive, and others. Verify that

the link works by sending it to someone to make sure they can open it. If a team of two students records the podcast together, only one student needs to upload the explanation.

4. Time limit and penalties:
  1. Presentation must be 3 to 6 minutes for all ages.
  2. Students will be penalized two points for up to 30 seconds over or under the time limit; four points for 31 to 60 seconds over or under the time limit; etc.
  3. Any self-identification by the participant(s) shall be penalized three points.

### Entry Submission

In the L2L Registration Portal, the group leader will select the grade division for the student and select the team letter (A for the first entry, B for the second entry, etc.). If two students work together on the podcast, select the grade division of the older student for each one and the same letter for each of them. In the **Entry** text box next to the category name, enter the URL for the podcast. In the **Explanation** text box, enter the URL for the written explanation. These are **required** to register for this category. If two students work together on the podcast, the URLs must be entered for each student's registration.

### Judges' Instructions for Podcasting Points will be awarded to participants in the following categories:

1. Content – 20 points: Adherence to theme, clarity of principle presented, biblical accuracy.
2. Information and Structure – 30 points: Does the Submission tell a compelling story or teach something new and important? Is it structured in a way that makes sense and keeps listeners engaged? Can the listener easily follow the story you're telling or the information you're explaining? Have you spent time editing — cutting out unnecessary information or repetition and making sure the main ideas come through clearly?
3. Personality and Creativity – 30 points: Judges want to listen to this Submission and *hear* your voices. Does it have personality, or does it make listeners want to "fast forward?" Does it make the listener laugh, cry, or leave them deep in thought — or FEEL something? That makes a great podcast.
4. Production – 20 points: Podcasters are not judged on how fancy the equipment is, and you are not expected to be an expert on recording and editing sound but try your best. Some Submissions may use sound or audio in creative ways. Others may be more of an interview format. If you use sound, does it add to the story you're telling? These are some of the things listeners will be looking for.

### Helpful hints for first time podcasters:

1. **Limit your podcast to 3 to 6 minutes.** Check the length of your audio file and make sure it is no longer than 6 minutes, or penalties will be assessed.
2. **Use your limited time well.** Your podcast must include a beginning, middle, and end to produce a complete listening experience. Beginnings often draw the listener in or provide context. Endings often offer a summary, raise a question, or act as a teaser for the next segment. That said, your submission can be an excerpt from a longer podcast, as long as you demonstrate thoughtfulness about how you are using time. An end can be a hard "end" of a podcast, but it can also be the end of a segment, or even the end of an introduction within a longer episode. **One more thing:** Try not to do too much in your short podcast. Often the most rewarding podcasts are ones that dive into a specific issue or story.
3. **Use any podcast format or genre.** Popular podcast formats include, but are not limited to, interviews, conversations, non-fiction storytelling, and fiction storytelling. Popular podcast genres include, but are not limited to, comedy, news documentary, history, radio theater, and sports.
4. **Be sure to use non-copyrighted sound effects or music.** You cannot use copyrighted sound effects or music for the sole purpose of making your podcast sound better. Instead, you can find royalty-free music and sound effects on [Bensound](#) or [Freesound](#), or by doing a web search for royalty-free files. Or you can use audio editing software to create your own music or sound effects.

### A Quick Guide to Creating a Podcast

**Step 1: Listen to podcasts.** Become familiar with different formats and genres. Figure out which podcasts you like best.

**Step 2: Figure out what you want to do in your podcast.** Do you want to entertain listeners or provide information, or both?

**Step 3: Create a podcast plan or outline**

**Step 4: Make sound recordings.** Whether you tell a story, have a conversation, or interview people, you'll need to create recordings. If you want original music or sound effects, you'll need to create those recordings as well.

**Step 5: Gather other sound files.** Will you be including other sound effects, music, or media clips? Find those files, but make sure you are not violating any copyright laws.

**Step 6: Make sure your podcast has a beginning, middle, and end.** While we're not saying what those sections have to be or how long they should last, we want you to make sure your podcast is a complete listening experience. Be thoughtful about how you implement your podcast.

## PowerPoint Presentation

### Purpose

Participants will create presentations designed to be used as visual aids that accompany biblical lessons. This event allows students to develop technical skills and creativity. Students will not present a lesson; only create a visual presentation that could be used with a lesson. Students may use any presentation program they desire, such as PowerPoint, Prezi, Keynote (saved in .ppt or .pptx format), Google Slides, etc..

### Event Rules and Guidelines

All presentation entries must be submitted by the convention registration deadline.

1. Bible Lesson: Students create a visual presentation that could be used in support of **Chapter 11: "I Choose for Myself Those Who Enjoy Doing Good" by Larry Davenport in the 2024 Pearls Study Book, *Not Ashamed to Lead***. The students are not required to present the lesson, but they are to create a visual aid that could accompany a teacher's presentation of the Pearls lesson.
2. Presentations must contain **20 slides – no more and no less**. Penalty is -5 points per slide over or under the 20 slide limit. The presentation should not contain the student's name, group name, or group city and state. Penalties will be applied for violations.
3. Students should check to make sure their presentation is compatible on different computers and operating systems.
4. Penalties will be applied for excessive animation that detracts from the lesson and for grammatical or other errors.
5. Since the presentation is to benefit the church or classroom, a mentor/teacher should guide the participant toward appropriate choices and make sure that the work meets a high standard. The mentor should provide technical advice and supervision but do none of the work.
6. Copyright laws must be followed when including pictures, art, poems, etc. Penalties will be applied.

### Entry Submission:

In the L2L Registration Portal, the group leader will check the box for PowerPoint Presentation. In the text box next to the category name, enter the URL for the file. This is **required** to register for this category. For PowerPoint or Keynote files, save them to a cloud storage site that allows you to create a URL for sharing. Free options are available from Dropbox, Google Drive, and others. Verify that the link works by sending it to someone to make sure they can open it. For online presentation services like Prezi or Google Slides, enter the URL for the presentation. Make sure that the settings for the presentation allow for anyone to open and view the files.

### Judging:

Entries will be judged and evaluated based on the following criteria:

1. Biblical message - 25 points (Adherence to the specified chapter of the Pearls book and inclusion of a biblical message)
2. Scriptures used - 20 points (Appropriate inclusion of scripture references from the chapter to properly present the intended message of the author)

3. Appearance - 20 points (Use of appropriate background and text colors for effective use in any setting)
4. Creativity - 15 points (Be creative to keep the interest of the audience, but do not go to extremes that will detract from the lesson being presented)
5. Overall usefulness - 20 points (How easily this presentation can be used by a teacher to present the lesson effectively and with limited additional input)

## Storyline

### Event Rules and Guidelines

1. This event involves a dramatized Bible story, Bible truth, or moral lesson presented in a video format. Participants use live dramatization (no puppetry, please) adhering to the following guidelines:
  - The content of the Storyline should be related to the selected convention theme and biblically accurate.
  - The Storyline presentation should be a team effort involving **no fewer than three active team members and no more than 15. This number does not include skits that use a larger number for a crowd scene.**
  - Teams participate in the division of the oldest member of their group.
  - Watch the finished entry prior to submitting it.
  - Audio must be reasonable quality in order for judges to understand. Try buying a microphone which connects to the camera and has a long cord. Tape the microphone and cord to a broom stick or piece of PVC pipe and hold it over the actors, just out of camera view. This technique has brought a lot of success.
  - Do not rely on fancy transitions or special effects. The story and the presentation of the actors is the most important aspect of the video. Transitions can make the video more interesting and appealing, but will not overcome a poor storyline or lack of biblical message.
2. Rules regarding time limits and penalties.
  - The Storyline must be three to four minutes in length for all ages.
  - Students will be penalized two points for one to 10 seconds over or under the time limit; four points for 11 to 20 seconds over or under the time limit; etc.
  - Any self-identification by the participants shall be penalized three points.

### Entry Submission

In the L2L Registration Portal, the group leader will check the box for Storyline. The video file (script is no longer required) will be uploaded to YouTube, Vimeo, or a website where it can be accessed by anyone. In the text box next to the category name, enter the URL for the video. This is **required** to register for this category. The URL must be entered for the first student on a team. Each additional team member will have the link automatically assigned to them.

### Judges' Instructions for Storyline

Although the technical aspects of video presentation, such as lighting, transition shots, editing, etc., are important to quality, these are not specific categories of judgment for this event. However, biblical message, video and audio qualities are very important and certainly influence the overall impression and effectiveness.

### Points will be awarded to participants in the following categories:

1. Content (Biblical accuracy, adherence to theme, clarity of principle presented)
2. Creativity (Dramatization, sound effects, audience appeal)
3. Character Representation (Appearance, poise, personality, attitude)
4. Costumes (Authenticity, appearance)
5. Set (Authenticity, appearance, creativity)
6. Dialogue (Continuity, transition between characters)
7. Overall Effectiveness (Appeal, impression, effect)