

# Spartan Nation

Lakeview High School, Battle Creek

*The following information is provided by the adviser to help the critique judge better understand the media program. Please review this information before you enter your comments into the critique form.*

**Adviser:** Jodi Darland

**Student Executive Producer:** Anthony Prill, Camille Oxley, Jackson Hardy

## IN THIS CRITIQUE, WE WOULD LIKE TO KNOW:

*To help ensure the student staff and adviser get information from their critique that they can use right away, we ask them to provide up to three specific questions they have for you. We ask that you address these questions at some point in your critique - either in the specific area of the critique guide where it best fits and/or in comments at the end. This staff asks:*

1. How can our graphics quality improve?
2. Are our camera angle cuts okay?

## PROGRAMS FOR THIS CRITIQUE

*Newscasts should have been produced during the current academic year.*

### Program 1:

<https://youtu.be/tCEHGT-NPcc?feature=shared>

Broadcast date: 02/07/2025

### Program 2:

<https://youtu.be/-cDyY-Ziwuc?feature=shared>

Broadcast date: 02/14/2025

### Program 3:

[https://youtu.be/vtjNe1\\_HqKk](https://youtu.be/vtjNe1_HqKk)

Broadcast date: 02/07/2025

## ABOUT THE SCHOOL

- This school is a **Senior High**
- **School Enrollment (self-reported):** 1320
- **Is the video production produced as a class or club?** as a class activity
- **Staff Size:** 13

## ABOUT THE VIDEO PRODUCTION

- **Frequency of broadcast:** Weekly
- **The newscast is broadcast:** Taped and edited, On Demand/YouTube/Vimeo/Etc.
- **What type of cameras are used?** DSLR
- **What type of editing/equipment/software is used?** Final Cut
- **What graphic capabilities are used in the video?** Final Cut Pro, Adobe After Effects, Canva

- **What type of switching equipment is used — Panasonic, Tricaster, JVC, other hardware — or software-based? None**

## Expenses & Income

Provide a figure for any costs and income related to the production.

### Income

- Advertising: \$0
- Paid Production Services: \$0
- School Budget: \$0
- Fundraising: \$0
- Grants: \$0
- Other: \$0
- **Total Income: \$0**

### Expenses

- Supplies: \$0
- Technology and Equipment: \$0
- Training, Workshops and Conferences (paid by the program): \$0
- Website Expenses: \$0
- Other: \$0
- **Total Expenses: \$0**

## Audience

Provide an estimate of the size of the production's audience via the following sources:

- **High School/Middle School Environment: 2600**
- **Entire School Community: 3900**
- **Community Public Service Station:**
- **Commercial Station:**
- **Approximate Number of Students Seeing Broadcast: 500**

## Preproduction Breakdown

*It takes a team to produce a newscast. The following information is provided to help us understand more about this program and the team of people who worked on it. Advisers are asked to estimate the amount of work done on the following elements by the student, adviser, technician or others. There is no right or wrong answer here. Advisers may provide additional information about their selections in other areas of the entry form, including in the adviser's statement.*

**Copywriting** Completed by **Students: 100%**

Copywriting Completed by **Adviser: 0%**

Copywriting Completed by **Technician: 0%**

Copywriting Completed by **Other - : 0%**

**Editing** Completed by **Students: 95%**

Editing Completed by **Adviser: 5%**

Editing Completed by **Technician: 0%**

Editing Completed by **Other - : 0%**

**Videography and Camera Work** Completed by **Students**: 90%  
Videography Completed by **Adviser**: 0%  
Videography Completed by **Technician**: 0%  
Videography Completed by **Other - Ken Roach Photography**: 10%

**Computer Graphics** Completed by **Students**: 100%  
Computer Graphics Completed by **Adviser**: 0%  
Computer Graphics Completed by **Technician**: 0%  
Computer Graphics Completed by **Other -** : 0%

**Social Media Strategy, Content Production and Posting** Completed by **Students**: 100%  
Social Media Completed by **Adviser**: 0%  
Social Media Completed by **Technician**: 0%  
Social Media Completed by **Other -** : 0%

## Coverage Decisions

*How does the program staff determine what to cover?*

The class is split into 3 groups of 4 students each and 1 who has the class a different hour as an Independent Study. They brainstorm within their groups then pitch their story ideas to the class for feedback and approval. We have a calendar with all of the sporting events and a general list of feature ideas to also consult for ideas.

## STUDENT PRESS FREEDOM

**Judge:** *Students should not be penalized for censorship/press freedom issues by school administrators, but please feel free to offer suggestions to how to handle any circumstances reported here.*

**Have you had any censorship problems with your production? If so, please explain.**  
No

*Does your administration exercise prior review?* No

## COPYRIGHT & PLAGIARISM

*We take copyright issues seriously. MIPA has developed a [Copyright and Plagiarism Policy](#) governing copyright violations and plagiarism in contest entries. Programs may be penalized for violating copyright or failing to credit work that is not their own. Please contact the MIPA director if you have any questions.*

**Has the adviser reviewed [MIPA's Copyright and Plagiarism Policy](#)?** I have read MIPA's Copyright and Plagiarism policy

**To the best of the adviser's knowledge, is this production free of copyright infringement and plagiarism?**

Yes

**Please describe the source of any music used.** Music must be copyright/royalty free, or original or entrant must provide permission for use of the music. Attach permission documentation below.

- Opener Music - 300 Violin Orchestra - Jorge Quintero  
[https://www.youtube.com/watch?v=w\\_19wBuflgo](https://www.youtube.com/watch?v=w_19wBuflgo)
- QMP Music - <https://www.youtube.com/watch?v=4JQASDpciNM>
- JT's Corner Music - Energetic Percussion by Infraction [No Copyright Drum Music] / The Rhythm  
[https://www.youtube.com/watch?v=Ge3LBCaqq\\_c](https://www.youtube.com/watch?v=Ge3LBCaqq_c)

Permission documentation:

[F\\_aWswrkbnIG0nh3b\\_300%20Violin%20PERMISSION.pdf](F_aWswrkbnIG0nh3b_300%20Violin%20PERMISSION.pdf)

**Please describe the source of video or graphics NOT student-generated.** Students must not use copyrighted material or simply take from the Internet unless they have permission from the author or copyright holder. Attach permission letters below.

- Ken Roach, local photographer, gave us permission to use his footage for the girls basketball segment

Permission documentation:

[F\\_esxBGNDRywwv81H\\_Ken%20Roach%20Photography%20PERMISSION.pdf](F_esxBGNDRywwv81H_Ken%20Roach%20Photography%20PERMISSION.pdf)

### **Fair Use of Copyrighted Material**

If you are making a fair use argument for any copyrighted material used in the entry, please describe your claim here.

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## **ADVISER'S STATEMENT**

*The adviser has provided a brief statement for additional background on this program. This statement may describe any special concerns, school situations or other circumstances the adviser and/or staff may have encountered producing their news program. We hope this information will help you, as the judge, understand reasons why things were done in certain ways. **Critique judges are under no obligation to change scores because of the adviser statement** (standards do not change just because an adviser has an explanation for why they were not followed), but we do hope the adviser statement will help guide comments in the critique.*

### **Adviser's Statement - Additional Program Background**

This is the first year of our sports media program. We have been trying to figure out what our audience wants for content. Another challenge we have had is the class has only 12 students and 10 of them are 2- and 3-sport athletes. So, their availability for games and out of class filming opportunities has been limited. We also have limited production equipment (and no switcher) that is shared with the news broadcast class. Once we have the program established, our goals include doing live productions, and taking charge of the board on our football field and in our gym. We also want to do a media day every season to make hype videos for the teams and graphics to be used during competitions.

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