

STAR Awards: Elements of a STELLAR narrative



Tip #1

Before you begin to write, reread the criteria for the category you're planning on submitting your entry for.

- If you're submitting the same entry in multiple categories, consider editing your narrative slightly to align with the criteria.

Tip #2

Narratives do **NOT** need to be long to be effective!

- A well-thought-out and crafted piece of writing will be more effective than a dry and monotoned essay
- Adding a bulleted list of short key highlights could be included within your narrative

Tip #3

Give a behind-the-scenes look into the making of your entry submission.

- How did the reporter/story/promotion/etc. tap into the community?
- Was there a specific need for the story/promotion/etc.? Why?
- Where did the idea for the story or series come from?
- What kind of stories have they reported on? Why?
- How has it affected your viewers/community?
- Are there any facts or figure you could disclose?

Tip #4

Think about the audio/video you will be submitting. If you were listening/watching to the audio/video submission for the first time and you had no knowledge of South Carolina, would you have any questions?

- Remember, the judges are made up of a panel of broadcast experts from outside the state of South Carolina. They won't know about local culture.

Tip #5

Weave a cohesive message throughout and **connect the dots for the judges** by telling a larger story.

Tip #6

Don't forget to proof it!