

Alabama's Best in Broadcasting Presented by the Alabama Broadcasters Association

2012 ABBY AWARD CATEGORIES

Radio

Production Awards:

- (a) Commercial
- (b) Promo
- (c) Public Service Announcement

Best Use of Technology/New Media

Radio Station Website

Sportscaster of the Year

News Reporter of the Year

Best Regularly Scheduled Newscast

Radio Morning Show of the Year

Radio Talk Show of the Year

Radio Personality or Team of the Year

SPECIAL AWARD CATEGORY:

April 27 Tornado Coverage

Service Project of the Year

Radio Station of the Year

Television

Production Awards:

- (a) Commercial
- (b) Promo
- (c) Public Service Announcement

Best Use of Technology/New Media

TV Station Website

Spot News Coverage

Feature/Franchise

Series

Photojournalist of the Year

Best Daytime Programming

Reporter of the Year

Sports Anchor of the Year

Weather Anchor of the Year

News Anchor of the Year

Local Programming (news & non-news)

Best Regularly Scheduled Newscast

SPECIAL AWARD CATEGORY:

April 27 Tornado Coverage

Service Project of the Year

TV Station of the Year

**Winning entries will be awarded at the
sixth annual ABBY Dinner
March 24, 2012
Cahaba Grand Conference Center
Birmingham, Alabama.**

CALL FOR ENTRIES

Entry Deadline: January 27, 2012

RULES AND INFORMATION

ELIGIBILITY

The ABBY Awards Program is open to ABA member stations which have a primary audience in Alabama. Entries must have been produced and broadcast during the period from January 1, 2011 to December 31, 2011. Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.

ENTRY MATERIAL

In the radio and television "Award Categories" sections of this mailer, each category description is followed by the required entry materials for that award. Please note there are limits on the length of both the entry CDs/DVDs and on their accompanying narratives. Narratives must be typed and, although they are not required in all categories, they are strongly encouraged since they can provide background information for the judges not provided by the CD/DVD. Radio entries must be submitted on a compact disc. Television entries must be submitted on DVD.

An entry form is enclosed. This form or a copy must accompany EACH entry. Make additional copies as needed. In addition to the individual entry forms, stations with more than one entry are asked to provide one summary sheet listing the entries in each category and the total amount due for entry fees. **This form is also enclosed.**

Stations may enter as many award categories as they wish, except for Station of the Year for which one entry is appropriate. Each entry must be submitted on a separate CD/DVD, even multiple entries within the same category. An entry form must be completed for each entry, including entries within the same category. Each CD/DVD must have a label which includes the station call letters, the award category and the title of the entry.

LIABILITY

All materials submitted become the property of ABA. Please do not submit master CD/DVD or other original materials since they will not be returned. Any deviation from the rules will subject the entry and/or entries to disqualification. If it is determined an entry is not fully locally produced and/or is entered with false documentation, the station and ownership of that station will not be permitted to submit for that award for a period of two years.

ENTRY FEES

One check (payable to the Alabama Broadcasters Association) which covers all entries must be attached to the entry form or the summary sheet mentioned above. If a station has multiple entries within one category, a separate fee applies to each entry. Entries without payment will not be included in the competition. The following fees apply:

Station of the Year **\$75**

Other Categories **\$40 per entry**

JUDGING

To insure objectivity, judging will be by a panel of broadcast experts from outside the state of Alabama. They will evaluate all entries based on the criteria listed in the “Awards Categories” sections on the following pages. Judges will likely select a first place winner in each category but are under no obligation to do so and may choose to award no prize in a category. There will only be one winner in each category. Judges may choose to recognize other outstanding work in a category without awarding an ABBY. This recognition will be honored with a “Judges Award of Merit.” If an entry is submitted in the wrong category, it will be moved to the proper category. The decision of the judges will be final.

AWARDS

Winning entries will be announced at the sixth annual ABBY Awards Dinner and Ceremony on Saturday, March 24, 2012 at Cahaba Grand Conference Center in Birmingham, Alabama. ABBY recipients will be presented with elegant awards and, where applicable, up to three individuals responsible for the winning entry will be recognized at the event.

ENTRY DEADLINE

Deliver entries or mail them for arrival no later than 5:00 p.m., Friday, January 27, 2012 to the ABA Office: Alabama Broadcasters Association – 2180 Parkway Lake Drive – Hoover, AL 35244

FOR MORE INFORMATION

Contact the ABA office at (800) 211-5189 / (205) 982-5001 or by email at lrice@al-ba.com.

You may also visit the ABA website at www.al-ba.com.

NAME ON CARD: _____

ABBY AWARDS

OFFICIAL ENTRY FORM

THIS OFFICIAL ENTRY FORM MUST ACCOMPANY EACH ENTRY. MAKE ADDITIONAL COPIES AS NEEDED. THE COMPLETED FORM SHOULD BE ENCLOSED IN OR ATTACHED TO THE CD/DVD CASE.

Please print or type

STATION CALL LETTERS _____ (TV/AM/FM)

CONTACT PERSON _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL _____

TITLE OF ENTRY _____

If requested under the category description, name up to 3 individuals to be credited for the entry:

1 _____
Name Title

2 _____
Name Title

3 _____
Name Title

ENTRY FEE: \$ _____

AFFIDAVIT: I certify that the materials contained within this entry are the work of our station's personnel and that the entry was produced and aired as prescribed within the ABBY Awards rules and specified dates of eligibility. I also understand the judges' decision is final.

SIGNATURE _____

PRINTED NAME _____

TITLE _____

DATE _____

DEADLINE: MUST ARRIVE AT ABA OFFICE NO LATER THAN 5:00pm, JANUARY 27, 2012. MAIL OR DELIVER CHECK AND ALL ENTRY MATERIALS TO: ALABAMA BROADCASTERS ASSOCIATION,

CATEGORIES

RADIO CATEGORIES

MARKET SIZE: _____ Small _____ Medium _____ Large

- _____ 1. PRODUCTION (Also check one of the following)
_____ A. COMMERCIAL _____ B. PROMO _____ C. PSA
- _____ 2. BEST USE OF TECHNOLOGY/NEW MEDIA
- _____ 3. RADIO STATION WEBSITE OF THE YEAR
- _____ 4. SPORTSCASTER OF THE YEAR
- _____ 5. NEWS REPORTER OF THE YEAR
- _____ 6. BEST REGULARLY SCHEDULED NEWSCAST
- _____ 7. RADIO MORNING SHOW OF THE YEAR
- _____ 8. RADIO TALK SHOW OF THE YEAR
- _____ 9. RADIO PERSONALITY OR TEAM OF THE YEAR
- _____ 10. SPECIAL AWARDS CATEGORY: APRIL 27 TORNADOES
- _____ 11. SERVICE PROJECT OF THE YEAR
- _____ 12. RADIO STATION OF THE YEAR

TELEVISION CATEGORIES

- _____ 1. PRODUCTION (Also check one of the following)
_____ A. COMMERCIAL _____ B. PROMO _____ C. PSA
- _____ 2. BEST USE OF TECHNOLOGY/NEW MEDIA
- _____ 3. TELEVISION STATION WEBSITE OF THE YEAR
- _____ 4. BROADCAST NEWS (Also check one the following)
_____ A. SPOT NEWS _____ B. FEATURE/FRANCHISE _____ C. SERIES
- _____ 5. PHOTOJOURNALIST OF THE YEAR
- _____ 6. BEST DAYTIME PROGRAMMING
- _____ 7. REPORTER OF THE YEAR
- _____ 8. SPORTS ANCHOR OF THE YEAR
- _____ 9. WEATHER ANCHOR OF THE YEAR
- _____ 10. NEWS ANCHOR OF THE YEAR
- _____ 11. LOCAL PROGRAMMING (NEWS & NON-NEWS)
- _____ 12. BEST REGULARLY SCHEDULED NEWSCAST
- _____ 13. SPECIAL AWARDS CATEGORY: APRIL 27 TORNADOES
- _____ 14. SERVICE PROJECT OF THE YEAR
- _____ 15. TELEVISION STATION OF THE YEAR

2180 PARKWAY LAKE DRIVE, HOOVER, AL 35244.