

ABBY Award Entry Tips

Listed below are tips derived from comments made by last year's judges and other similar competitions. These tips are designed to help your station produce better entries and be a serious contender. If you have any questions about these tips or the requirements for entry in a particular category, please call the ABA office at (800) 211-5189.

- Judges are from out of state and are not familiar with your station (format, talent, station image, etc.) so provide the proper context for your entry. *Don't assume* the judges already know something about your station.
- When preparing your entries, follow the criteria outlined in the brochure. Judges adhere to the criteria when judging each entry and neglecting to provide information for a particular criterion could affect your chances of winning.
- Adhere to the time limit. Judges can only view the material within the stated time limit. Don't risk having a portion of your entry missed because it falls outside the time limit.
- When creating a montage, judges suggest you include a *variety* of examples on the CD/tape that provide support for each stated criterion. Pick examples from *various* shows, newscasts, etc. to show *diversity*.
- Make sure entries submitted are original particularly in the production categories. Avoid submitting pieces that rely heavily on national concepts, characters, etc. that could raise questions about copyright issues. Also, spots containing music must have used music in the public domain or used copyrighted music with permission. If the judges consider something questionable, it could affect your chances of winning.
- Make sure your presentation is complete and contains elements that address the *stated* criteria.
- Unless your entry is thoroughly self-explanatory, judges encourage you to submit a supporting narrative to help them better understand your entry. These proved to be very important last year.
- When submitting a written narrative for any category, make sure the narrative accurately supports the audio or video presentation and vice versa. The narrative should *complement* your presentation and serve as a companion piece. (i.e. If you mention your station held a radio-a-thon in your written materials make sure your presentation contains audio from the actual event and if you have audio from the event in your presentation, make sure you mention the event in your written materials.)
- Avoid *excessive* use of jingles, bumpers, etc. in entries especially for "Radio Show of the Year" and "Radio Station of the Year." Make the entry material clean and relevant.
- For "Radio Show of the Year," entries should be a montage/"best of" presentation so judges get a good feel for the day-to-day flavor of the show. Avoid submitting a short segment from one show. Edit a piece that contains bits from *several different* shows and showcases the *various* elements of the show. Remember, judges are not familiar with your show so tell a story that paints a clear picture for them.

- For "Station of the Year" categories, send written materials outlining *exactly* what the criteria are requesting. Attempt to cover all the different elements in your audio or video presentation showcasing the station's efforts during the contest period.
- For "Radio Station of the Year," be certain the entry addresses *all* of the stated criteria in your CD *and* in your narrative. Don't forget to showcase the different programming aspects of the station including a flavor of the format, all talent, shows, etc. Remember, judges are not familiar with your station so tell a complete story that paints a clear picture of your station.
- For "Service Project of the Year" categories, send written materials outlining exactly what the criteria are requesting. A video or audio tape must be submitted including footage/audio from the actual event or a presentation recapping the event and its impact. The entries in this category should highlight *planned* projects not unplanned events and explain how the project elements were organized.