

## **RADIO AWARD CATEGORIES**

### **1. Production (up to sixty seconds)**

Judging Criteria: opening, closing, theme, phrasing, delivery and salesmanship.

#### **A. Commercial B. Promo C. PSA**

Awards will be presented for each of the above types of announcements. Announcements can be any length but must not exceed sixty seconds. Entrant stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission. On the entry form, please list up to three (3) individuals most responsible for the total production. Entry Material: a) CD featuring the selected announcement b) Up to one page narrative that specifically correlates with the CD contents.

### **2. Best Use of Technology/New Media**

This award recognizes a station's innovative use of new technology that falls outside the ordinary. Criteria include the level of innovation involved, how the innovation expands the station's audience, overall quality. Entry Material: a) a DVD with up to five minutes of video featuring the use of the new technology; b) a narrative of up to one page explaining the use.

### **3. Radio Station Website**

A station's website must demonstrate overall excellence in design and content to be selected Radio Station Website of the Year. A station's website must demonstrate a well-conceived, well-developed design that serves the purpose of the site. The site's use of color, space, graphics and layout should relay a consistent theme. Effective use of photography, strategically developed color palettes and appropriate use of typography are key elements of a great design implementation. Content to be judged includes text, audio, video, animation and other information, links and tools on the site. The best website will present content in an appealing and engaging way and show clear relevance to the target audience. Websites will also be judged on writing, attention to detail and minimal grammatical and spelling errors. Please submit screen shots from your website and the website address.

### **4. Sportscaster of the Year**

Most outstanding local sportscaster broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual sportscaster of local sports events or sports stories. Entry must have been developed for the local community/audience. Entry Material: a) CD with on-mic commentary plus audio montage representative of the entrant's on air performance (15 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **5. News Reporter of the Year**

Most outstanding local on-air reporter broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual reporter of local news events or stories. Entry must have been developed for the local community/audience. Entry Material: a) CD with on-mic commentary plus audio montage representative of the entrant's on air performance (15 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **6. Best Regularly Scheduled Newscast**

Judging Criteria: Content, performance, technical aspects, opening and style.

This category includes regularly scheduled news programs broadcast predominately to an Alabama audience. The program should have been designed for the local community. On the entry form, list up to three individuals most responsible for producing the program.

Entry Material: a) CD with on-mic introduction and the newscast (15 minute limit) b) Up to one page narrative that specifically correlates with tape contents.

### **7. Radio Morning Show of the Year**

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.).

Most outstanding locally originated morning radio show broadcast predominantly to an Alabama audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) CD (may be edited) which may include any of the following (15 minute limit): Audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to two page narrative describing show's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. C)

**One letter from the community documenting this involvement.**

### **8. Radio Talk Show of the Year**

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.).

Most outstanding locally originated talk radio show broadcast predominantly to an Alabama audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station.

Entry Material: a) CD (may be edited) which may include any of the following (15 minute limit): Audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to two page narrative describing show's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. C)

**One letter from the community documenting this involvement.**

### **9. Radio Personality or Team of the Year**

Most outstanding individual local on-air personality or team broadcasting predominantly to an Alabama audience. Entrant(s) may be an individual who is part of a radio show team or any other on-air personality as long as the broadcast is part of a locally originated program.

The entry must have been completely produced by the entrant station. Entry Material: a) CD (may be edited) which may include any of the following (15 minute limit): audio montage of day-to-day performance (if nominee is part of a show's team be sure CD identified and features the nominee); commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcast, etc. b) Up to two page narrative describing entrant's involvement in community affairs or other activities which enhanced the stations' public image. Must specifically correlate with the CD contents. C)

**One letter from the community documenting this involvement.**

**10. Special Awards Category: April 27 Tornado Coverage**

Please submit all materials related to coverage of the April 27<sup>th</sup> event (before, during and after the tornado outbreak) in this category as a single entry. This includes promos, PSAs, spot news, local programming and service project. These entries will be judged on the standard criteria for the individual category and the overall depth and quality of coverage. Entry Materials: a) a DVD with up to 20 minutes of video from these combined categories; b) a narrative of up to one page should be submitted to demonstrate what your station provided to your audience above and beyond your normal news operation during this time.

**11. Service Project of the Year**

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefited. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best – serve their communities. On the entry form, please list up to three individuals most responsible for the project. Entry Material: a) CD compilation of the elements of the project (15 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to two page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results c) **One letter of endorsement from project beneficiary.** You may include photos and/or video (DVD; 15 minute limit) to support your entry.

**12. Radio Station of the Year**

***(Market size does not apply - only one radio station will be named Station of the Year.)*** A station must demonstrate an overall excellence to be selected Radio Station of the Year. Factors considered include station management/ operations objectives, personnel, programming, promotions, community relations and service, public affairs/public service programming, and station awards and recognition. Entry Material: a) Tape which described/highlights the efforts of the station from January 1, 2008 to December 31, 2008, incorporating the factors listed above (15 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to five pages of narrative describing why your station should be named Radio Station of the Year incorporating the factors above c) **Up to three attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Arbitron ratings, etc.** You may include photos and/or video on DVD; 15 minute limit) to support your entry.

**Market Information for Radio Stations**

**Large Markets – Birmingham, Huntsville and Mobile**

**Medium Markets – Dothan, Montgomery and the Shoals Area**

**Small Markets – All Others**