

TELEVISION AWARD CATEGORIES

PLEASE NOTE: Each television entry must be submitted on DVD.

Judging Criteria: Each category below outlines specific information the judges will be looking for. In addition, the judges will evaluate, as applicable.

1. Production (Any length)

Judging Criteria: Opening, closing, theme, phrasing and delivery, concentration, salesmanship and technical aspects

A. Commercial

B. Promo

C. PSA

Awards will be presented for each of the above types of announcements. Announcements can be any length up to 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 individuals most responsible for the total production. Entry Material: a) DVD featuring the selected announcement b) Up to one page narrative of supporting information.

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. Television Station Website of the Year

A station's website must demonstrate overall excellence in design and content to be selected Television 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. Entry Material: a) Submit screen shots from your website b) Submit the website address.

4. Broadcast News

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

An award will be presented for each of the following:

- A. Spot News – Unplanned coverage of a local event or story**
- B. Feature/Franchise – Must be a locally produced news story**
- C. Series – Planned coverage of a specific topic/event that is presented in several installments - not continuing coverage of a news story (Submit entire series)**

On the entry form, please list up to three individuals most responsible for the total production. Entry Material: a) DVD including story introduction and video montage from the story/series (limit except for series entries which should include the entire series) b) Up to one page narrative that specifically correlates with DVD contents.

5. Photojournalist of the Year

A compilation clip of 3-5 events showing applicant's best work. Maximum of five minutes in length. Criteria: creativity, continuity and technical production. Entry Material: a) a DVD with up to ten (10) minutes of video b) a narrative of up to one page describing your work.

6. Best Daytime Programming

This award recognizes the state's best morning and mid-day shows. Criteria includes: entertainment value, creativity, production value, presentation and impact. Morning show members must be employed by the station entering the category (no syndicated programs). Entry Materials: a) a DVD with up to twenty minutes of a composite video. B) up to one page narrative detailing specifics about the show.

7. Reporter of the Year

Most outstanding local on-air reporter broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual reporter featured on local news program. Entry Material: a) DVD with introduction plus video montage representative of the entrant's on-air performance (15 minute limit) b) Up to one page narrative that specifically correlates with DVD contents.

8. Sports Anchor of the Year

Most outstanding local Sports Anchor 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) DVD with introduction plus video 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 DVD contents.

9. Weather Anchor of the Year

Most outstanding local Weather Anchor broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual weather anchor in presenting daily weather segments, severe weather coverage and weather related stories. Entry must have been developed for the local community/audience. Entry Material: a) Tape with introduction plus video 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 DVD contents.

10. News Anchor of the Year

Most outstanding local on-air anchor broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual anchor featured on local news program. Entry Material: a) DVD with introduction plus video montage representative of the entrant's on-air performance (15 minute limit) b) Up to one page narrative that specifically correlate with DVD contents.

11. Local Programming (News and Non-News)

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

This category includes non-news and news programs broadcast predominately to an Alabama audience which covered news, a local issue, community event or entertainment event. 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) Tape with introduction and video montage from the program (15 minute limit) b) Up to one page narrative that specifically correlates with DVD contents.

12. 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) Tape with introduction and video montage from the program (15 minute limit) b) Up to one page narrative that specifically correlates with DVD contents.

13. Special Award Category: April 27 Tornado Coverage

Please submit all materials related to coverage of the April 27th 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.

14. 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 benefitted. 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) DVD 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 to tape 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.**

15. Television Station of the Year

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include station management/operations objectives, programming philosophy, personnel, news programming, public affairs/public service programming, community relations and station awards and recognition. Entry Material: a) DVD which describes/highlights the efforts of the station from January 1 to December 31, 2007, 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 to tape contents. Up to give pages of narrative describing why your station should be named Television 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 a report from the Nielsen ratings, etc.**

MARKET INFORMATION FOR TELEVISION STATIONS

All Television stations across the state will be judged against each other with no differentiation in market size.