



**Wyoming Association  
of Broadcasters**

**2024 WAB  
AWARDS PACKET**

**Awards Entries open:  
3/1/2024**

**Awards Close: 3/31/2024**

**[www.bestinmedia.com](http://www.bestinmedia.com)**

# BRING HOME BRAGGING RIGHTS ENTER WAB AWARDS!

Electronic submission for **Best In Media** - [www.bestinmedia.com](http://www.bestinmedia.com)

**ENTRY FEE:** \$25 per station (regardless of # of entries). **MUST BE PAID WITH A MAJOR CREDIT CARD VIA PAYPAL** (can pay for all your stations at once.) If you have problems, call Laura and she can send you an e-mail request to pay.

**IMPORTANT DATES:** You may start uploading your entries starting 3/1/2024  
**ENTRIES CLOSE END OF DAY 3/31**

Submit your best work from April 1, 2023 – current  
Pennsylvania Broadcasters will be judging Wyoming's awards for 2024. All work submitted has to be original from your station.

**SEE THE ATTACHED INSTRUCTIONS – STEP BY STEP**

**ONCE THE MARCH 31ST DEADLINE HAS PASSED, THERE ARE NO LAST MINUTE ENTRIES, AS THEY ARE AUTOMATICALLY CLOSED AND CANNOT BE EXTENDED.**

**1<sup>st</sup> and 2<sup>nd</sup> place will be awarded!**

**RADIO CATEGORIES – PLEASE MAKE SURE YOU ARE ENTERING THE CORRECT MARKET. If you fail to do so, your entries will be eliminated from judging.**

**LARGE MARKET** – Casper, Cheyenne, Evanston, Gillette, Laramie, Green River, Rock Springs & Sheridan **SMALL MARKET** – All others

**BEST SINGLE COMMERCIAL** – **Limit of 2 entries per station.** :30's up to :60  
Choose what you deem to be the best work you've done for your clients all year. If you think it is amazing, hopefully the judges will too! **MUST BE A COMMERCIAL FOR A WYOMING BUSINESS!**

**BEST STATION PROMO** – **Limit of 1 entry per station. Must be 100% locally produced in-house.**

**BEST RADIO SHOW** – **Limit of 3 minutes per show, limit of 1 entry per show.** Must be edited from a single board shift.

**BEST SPORTS COVERAGE** – **Limited to 3 minutes, may be edited.** Entry shall come from any sports coverage or local sports show, excluding play by play. Must be a Wyoming based program. **Limit 1 entry per sports person.**

**BEST NEWS REPORTER** - **Limit 1 entry per reporter – maximum of 3 minutes.** Entry shall come from a compilation of the reporter's work. Entry may be edited.

**BEST LOCAL NEWS TALK** – **Limit to 2 entries per station – maximum of 3 minutes.** This entry can be a feature story, investigative report, series, daily show or editorial.

**BEST PLAY BY PLAY** - **Limit of 1 entry per person, may be edited and is limited to 3 minutes.** Entry shall come from a single play by play event of a WYOMING, local non-network event.

**BEST PUBLIC SERVICE** – **Limit of 1 entry per station.** Supporting documentation is accepted (PDF FILE ONLY). Select your best public service campaign of the year. Entries will be judged on creativity, listener participation and general public response. **CHANGE: Winning entry will be given a check for \$500 for the station to present to the organization that benefitted from the PSA.**

**WEBSITE/SOCIAL MEDIA** – Social media has become an emerging way for TV/Radio stations to further their connection with viewers/listeners. You also utilize your website for promotions, news, weather, information. Each station may enter their website PLUS one of your social media sites (Facebook, Twitter, Instagram, etc). Judging will be based on listener/viewer engagement, creativeness and how the page represents the station's brand. The URL for social media site must be included on the entry form. Social media page will be judged in real time, online. **CONTENT MUST BE MAINTAINED BY STATION PERSONNEL.**

**BEST ONLINE-ONLY VIDEO** – This award recognizes the most outstanding and creative video or video campaign created by a radio station or group. Entries cannot be edited into a series of "best of" moments of a video – must be a single video exclusively shot by an employee of the radio station. **Limit of 1 video per person.**

**BEST PHOTOGRAPHY** – Must be a photograph used on your station's website, shot by a radio station employee. **Limit of 1 photo per person.**

**STATION OF THE YEAR** - Outline your station's overall efforts throughout the past year including information about public service activities, awards and honors, creative listener and sales promotions, quality of production and programming. This can be in the form of an audio, video or a pdf file, which a judge would have to read. Limited to 5 minutes in length.

**Radio Awards Continued on next page.**

## **RADIO AWARD CATEGORIES**

### **NEW CATEGORIES ADDED FOR 2024:**

**Best Podcast** - Submit a segment, ranging from 5 to 10 minutes of a podcast produced by a station employee. Key points include originality, ownership by the station, creation by station employees, alignment with the station's branding, and the demonstration of valuable and engaging content. The content must be a podcast, created specifically to be published on-demand. Recordings of prior broadcasts are prohibited.

**Radio Young Professional of the Year** - The Radio Young Professional of the Year award will go to someone under the age of 30 who is new to broadcasting but shows an extraordinary amount of passion and potential and will likely have a long and successful career in the industry! Open to any person working in any department, between approximately 2-5 years. Nominees for this award should be:

- Demonstrating tremendous growth and development within a relatively short period of time.
- Engaged and eager to learn.
- Passionate about their field and have a desire to excel in it and make it a long-term career.
- Enthusiastic about the broadcast industry and excited about innovations that will shape its future.

The nominee can come from anyone in the station. This will be a PDF file showing what this individual has done to deserve the award. Limited to no more than 1 page.

**VIDEO SPORTS PRODUCTION** - Submit 3-5 minutes of a live broadcast of a Wyoming High School athletic event. All production needs to be done by the local station and hosted on the station's website or social media channels.

**ACCOUNT EXECUTIVE OF THE YEAR** - Must be currently working as a Radio salesperson at a WAB member station. Must have been employed as an AE for a minimum of 1 year at the time of the nomination. The nomination needs to come from a current supervisor, sales manager, director of sales or general manager. Limit one nominee per station group in the same market. For example, if your group has stations in several markets, you can nominate one from each market.

Submission must be a PDF file with all answers typed not to exceed 1 page in length.

Name of nominator:

Name of nominee:

How long has he/she worked for you?

Please explain why she/he should be named Account Executive of the Year. What have they done that has been over and above or how they've overcome certain situations to benefit themselves and the company?

## **TELEVISION CATEGORIES**

**BEST SINGLE COMMERCIAL – Limit of 2 entries per station.** :15's, 30's or :60's  
Choose what you deem to be the best work you've done for your clients all year. If you think it is amazing, hopefully the judges will too! **MUST BE A WYOMING BUSINESS!**

**BEST STATION PROMO – Limit of 1 entry per station. Must be 100% locally produced in-house.**

**BEST ANCHOR – Limit of 1 entry per Anchor and limit of 2 minutes.** May be edited to include several different newscasts.

**BEST SPORTS – Limit of 1 entry per person and limit of 2 minutes.** Entry shall come from any sports coverage or local sports show. **Must be a Wyoming based event.** Entry shall be judged 50% on anchoring and 50% on reporting.

**BEST WEATHER PERSON – Limit of 1 entry per person and limited to 2 minutes.** Entry may include all elements featuring the weather person in an individual newscast. May be edited.

**BEST NEWS REPORTER - Limit 1 entry per reporter – maximum of 2 minutes.** Entry shall come from a compilation of the reporter's work. Entry may be edited.

**BEST NEWS PIECE - Limit of 2 entries per station.** May come from: feature story, breaking news or investigative report. Limit of 5 minutes per entry.

**BEST PUBLIC SERVICE – Limit of 1 entry per station.** Supporting documentation is accepted (PDF FILE ONLY). Select your best public service campaign of the year. Entries will be judged on creativity, listener participation and general public response. **Winning entry will be given a check for \$250 for the station to present to the organization that benefitted from the PSA.**

**BEST PHOTOGRAPHY – Limit of 2 entries per station and 2 minutes per entry.** Entry should demonstrate photographic and editing ability.

**BEST NEWSCAST -** You will record your entire newscast for a two-week period (February 15 – February 28). After that two-week period, the WAB will send you three days in which you can submit that entire newscast minus commercial breaks. The judging will be on the overall broadcast, which includes all aspects of the newscast.

### **NEW CATEGORIES:**

**BEST BREAKING NEWS – Limit 1 entry per reporter.** A 5-minute clip of a breaking news event. Must be produced locally and a local talent reporting the breaking news.

**ACCOUNT EXECUTIVE OF THE YEAR -** Must be currently working as a TV salesperson at a WAB member station. Must have been employed as an AE for a minimum of 1 year at the time of the nomination. The nomination needs to come from a current supervisor, sales manager, director of sales or general manager. Limit one nominee per station group in the same market. For example, if your group has stations in several markets, you can nominate one from each market. Submission must be a PDF file with all answers typed not to exceed 1 page in length.

Name of nominator:

Name of nominee:

How long has he/she worked for you?

Please explain why she/he should be named Account Executive of the Year. What have they done that has been over and above or how they've overcome certain situations to benefit themselves and the company?