



**Wyoming Association  
of Broadcasters**

**2023 WAB  
AWARDS PACKET**

**Awards Entries open:  
3/1/2023**

**Awards Close: 3/31/2023**

**[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)

1. Create a log-in – The site has been once again revamped to be easier and more user friendly! Create your log-in – takes 1 minute. (Can be a previously created account, that is up to you.)

**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 3/1/2023 **ENTRIES CLOSE END OF DAY 3/31**

Submit your best work from April 1, 2022 – current  
Alaska Broadcasters will be judging Wyoming's awards for 2023. 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 COMMERCIAL CAMPAIGN – Submit up to 2 commercials per campaign**

This is a series of commercials developed for the client. **Limit of 2 campaigns** per station/2 spots per campaign. :15's, :30's or :60's **MUST BE A CAMPAIGN FOR A WYOMING BUSINESS!**

**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 (talking about what you do)...video (showing what you do) or a pdf file, which a judge would have to read. Limited to 5 minutes in length.

## **TELEVISION CATEGORIES**

**BEST COMMERCIAL CAMPAIGN – Submit up to 2 commercials per campaign.** This is a series of commercials developed for the client. **Limit of 2 campaigns per station/2 spots per campaign.** :15's, :30's or :60's **MUST BE A WYOMING BUSINESS!**

**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 \$500 for the station to present to the organization that benefitted from the PSA. No money will be awarded for second prize.**

**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, 2023). 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.

## 2022-2023 BEST IN MEDIA ENTRY DIRECTIONS:

Welcome to the new Best in Media for the 2022-2023 season. Several new features have been updated or added to make your experience as fast and positive as possible. If you used Best in Media before, you would find the process is 98% the same. The updates have just streamlined the process.

Here is a link so you can see the [Divisions and Categories](#) for this year's WAB awards programs.

One-time Entry Fee is \$25

### NEW FOR THIS SEASON!!!

1. **VIDEO:** If your entry media is a video, you will still need to run it from your YouTube account, BUT you no longer need to paste the URL into the form AND THE media manager. Just copy and paste your YT link into the form and you're done! You must make sure your video is listed as "Public" on your YouTube account.
2. **SUMMARY PAGE:** At the end of each form, before you submit it, there is a SUMMARY PAGE where you can review your entry information. If you find any mistakes, you can use the back button and go to the area of the form that needs editing or correction. Then you submit your entry form. Note: You can still edit your form after you submit it by using the OPEN FORM button

---

### HOW TO ENTER:

1. Go to [www.bestinmedia.com](http://www.bestinmedia.com) Create a new account for this year. Last years account has been deleted. You may use last years username and password, but you need to create an account during your first visit to the site.
2. Once you create an account, you will need to log-in.
3. At this point, you might as well pay your 1-time entry fee of \$25. If not, skip to Step 4.
  - a. Go to the "PAYMENTS" tab and click on "WAB One Time Payment Form from the black dropdown box.
  - b. Follow the directions on the Payment Form. Remember, you DO NOT need to have a PayPal account to make a payment.
  - c. Use the "Add debit or credit card" option.
  - d. The next screen asks you log in. Skip that and choose "Try another way".

- e. In the Pop-Up box from the bottom of the screen, select Pay with Debit or Credit Card. NOW you will be able to enter in your payment information. NOTE: This is a change made by PayPal and it's purpose is to ty to get you to get a PayPal account if you don't have one.
4. Return to the FRONT PAGE.
5. Roll over "CREATE ENTRY" and select "Wyoming Association of Broadcasters."
6. Fill out the form. This will include:
  - a. Your name, email, phone number, organization call letters, slogan and broadcast company
  - b. The Division and Category you want to submit this entry into
  - c. Create an Entry Name / Title. DO NOT RUN WORDS TOGETHER OR USE A " " \_
  - d. Select the number of MEDIA examples you are submitting for this entry. You can include up to 4 MEDIA examples. See WAB Rules & Criteria for requirements.
    - VIDEO: Public YouTube link. You only need to include this on your form
    - AUDIO: .mp3 file added to your MEDIA MANAGER
    - IMAGE: .jpg, .png,.pdf added to your MEDIA MANAGER
    - DOCUMENT: .pdf added to your MEDIA MANAGER
    - WEBSITE: For website or social media categories only. Full URL
7. Add name(s) to the recognition area. These will be the names of the people that will be added to your award plaque. Check your spelling!!!
8. Upload a high resolution copy of your logo. PNG or JPG. Really try to find a version that is not a web header version or a small file. We use them for the awards show
9. Summary Page (new). This is all the information you entered into the form. If you find any mistakes, just use the "BACK" button to return to the page that has the error(s) and correct them.
10. Click the 2 different "I Understand" buttons and submit your entry.
11. You will be redirected to a CONFIRMATION PAGE where you can:
  - a. Look at any uploaded MEDIA examples you submitted (except for YouTube videos. Those are just links on your form you can use to check the video
  - b. Pay the "One Time Entry Fee" if you haven't already
  - c. Create another entry.
  - d. Go back to the Home Page and log out.

