



**Wyoming Association
of Broadcasters**

**2022 WAB
AWARDS PACKET**

**Awards Entries open:
3/1/2022**

Awards Close: 3/31/2022

www.bestinmedia.com

BRING HOME BRAGGING RIGHTS ENTER WAB AWARDS!

Electronic submission for **Best In Media** - 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 3/1/2022 **ENTRIES CLOSE END OF DAY 3/31**

Submit your best work from April 1, 2021 – current
Alaska Broadcasters will be judging Wyoming's awards for 2022. 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.

1st and 2nd 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.**

NEW IN 2022: 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.**

NEW IN 2022: 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 14 – February 27, 2022). 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 BEST IN MEDIA ENTRY INSTRUCTIONS

- **Edit, Correct or Delete after Submitting Form:** Every time you submit a form, a copy of it comes to your email. This email also includes a link which allows you to return to the form to make changes, corrections or completely delete the entry. This feature remains available up to the close of entries.

Media Type:

- **Video:** Best in Media only allows video running from a YouTube account. No 3rd party websites or streaming sites are permitted. Your video MUST be set to “public” so the judges will be able to view your entry video
- **Audio:** MP3 file submitted to your media account. No 3rd party websites or streaming sites are permitted
- **Support images or documents:** Images need to be either a PNG or JPG file. Documents must be a PDF file.

Note: The only time a link to a 3rd party website or social media page is allowed is in an Online specific category.

Entry Process:

1. Go to www.bestinmedia.com and create an account for 2022. You will be asked for your name, your email, to create a username and a password.
2. Once you create your account, you will automatically be logged in. No activation required
3. Roll over “CREATE AN ENTRY” and select the state association or organization you are entering
4. The pre-populated entry form will load. You will need the following information per entry:
 - a. Your personal information
 - b. The division and category you are entering
 - c. An entry name or title
 - d. The video URL or audio, image or document file name. Note: You can submit up to 4 files or URL’s per entry
 - e. Name(s) of the people involved in the creation of the entry production (for recognition) – FIRST & LAST NAME
 - f. Then you submit the form. A copy of this form will be sent to your email within moments along with a link if you would like to make any changes to the entry.

Once you submit the form, you will be re-directed to an entry confirmation page where you can:

- Verify your media is submitted and viewable
- Return and create another entry
- Go and pay for your entry
- Return to the homepage to log out

REMEMBER: The *only copy of your entry form* you have access to is sent to your email ALONG WITH a link that allows you to go back to the form and edit, make corrections or completely delete a form. Best in Media will no longer offer form correction services during the call for entries.

