

WYOMING

ASSOCIATION OF BROADCASTERS



AWARDS SUBMISSION GUIDELINES

ENTRY PERIOD

March 1st to End-of-Day March 31st

WHAT TO ENTER

Submit your best TV/Radio work from April 1st of the previous year – Present

AWARDS

1st and 2nd place awards will be given in each category

ELECTRONIC SUBMISSION FOR BEST IN MEDIA

www.bestinmedia.com

RADIO LARGE MARKET

Casper, Cheyenne, Evanston, Gillette, Laramie, Green River, Rock Springs & Sheridan

RADIO SMALL MARKET

All others

ENTRY FEE

\$25 per station (regardless of number of entries)

MUST BE PAID WITH A MAJOR CREDIT CARD VIA PAYPAL

(can pay for all your stations at once)

If you have complications, call Laura (632-7622) and she can send you an e-mail request to pay.

TELEVISION CATEGORIES

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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.

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 have they worked for you? Please explain why the nominee should be named Account Executive of the Year. What have they done that has been over/above or how have they overcome certain situations to benefit themselves and the company?)

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.

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.



TELEVISION CATEGORIES

BEST SINGLE COMMERCIAL

Limit of 2 entries per station. 15, 30, or 60 seconds

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!

Must be locally produced. This category is open to any video commercial, even if it's used for streaming only. This includes radio stations who may produce in-house video commercials for your clients.

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.

TELEVISION



TELEVISION CATEGORIES

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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.

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 benefited from the PSA.

BEST PHOTOGRAPHY

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

BEST DIRECTOR

Entry Requirements:

- Limit of four (4) entries per station
 - Submit up to 15 minutes of a newscast (no commercials)
 - Entry must be a free-hand, live-directed newscast
 - Automated or pre-programmed coded productions are not eligible
- Judging Criteria: Judges should evaluate the director's overall effectiveness in executing a cohesive and compelling live broadcast, including:
- Overall quality and polish of the broadcast
 - Smooth pacing and flow
 - Strong visual storytelling (camera selection, shot composition, transitions, replays, graphics integration)
 - Creativity that enhances — not distracts from — the content
 - Effective coordination of production elements (anchors, reporters, audio, graphics, timing)



RADIO CATEGORIES

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 benefited 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

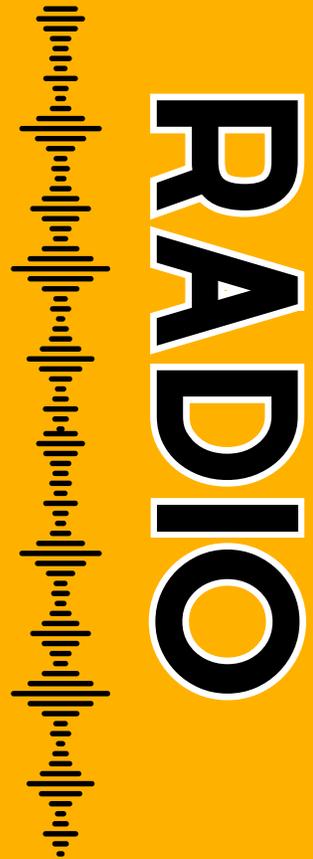
Must be a photograph used on your station's website, shot by a radio station employee. Limit of 1 photo per person.

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.

VIDEO SPORTS PRODUCTION

Submit 3-5 minutes of a live broadcast of a sporting event. All production needs to be done by the local station and hosted on the station's website or social media channels. Limit of 2 per market group.



RADIO CATEGORIES

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 SINGLE COMMERCIAL

Limit of 2 entries per station.

: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 COMMERCIAL FOR A WYOMING BUSINESS

and locally produced. See TV Best Commercial for those of you who produce video commercials, in-house, for your clients and use the commercial online. You can enter TV Best Commercial.

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. Limit of 1 per person/per station group.

RADIO



RADIO CATEGORIES

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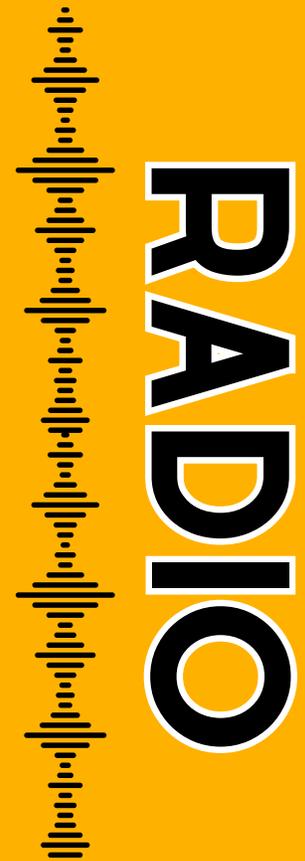
RADIO YOUNG PROFESSIONAL OF THE YEAR

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.

RADIO YOUNG PROFESSIONAL NOMINEES 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 broadcasting 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.



CONTACT THE WAB

For questions and entry assistance, contact the
WAB President, Laura Grott.

Entries must be submitted by
March 31st



307-632-7622



lauragrott@gmail.com



wyomingbroadcasting.org



@WYASSOCIATIONOFBROADCASTERS



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