



Awards for Excellence

The Awards for Excellence is sponsored annually by the Wisconsin Broadcasters Association to recognize outstanding achievement by Wisconsin radio and television broadcasters.

This competition was established to encourage the highest standards of reporting, community service and production creativity.

It brings the ultimate prize... peer recognition to members of the broadcast industry in Wisconsin.

2016

DEADLINE: WEDNESDAY JANUARY 11, 2017 (11:59 PM CDT)

GENERAL RULES

DEADLINE WEDNESDAY JANUARY 11, 2017 (11:59 PM CDT)

This competition is limited as follows:

1. Entries are limited to WBA member stations.
2. **All entries must have originated on-air or published between January 1, 2016 and December 31, 2016.**
3. **If you are a Music or News and Talk Station your entries must be in either News and Talk or Music. No cross-overs allowed.**
4. TV and Radio entries must be primarily created and produced by **YOUR** member station. They **may not** include material produced with outside advertising or production agency equipment, assistance or direction but may include material produced by another journalistic outlet which is supplemental or supportive of the topic of the story being entered. Outside sources should be credited.
5. Each online entry for Television must be done through Vimeo (preferred) or YouTube.

For Radio: Audio files **must** be submitted through Sound Cloud.

Entries submitted cannot be more than 15 minutes in length unless a shorter length is specified.

Narratives, where requested, **must** be submitted as a PDF and limited to **one** page.

Complete instructions on how to enter are included in this booklet.

6. Social and Digital Media - Content must be the product of the station or organization entering it. A website with a majority of content from an outside agency is NOT eligible.
7. Social and Digital Media entries will need to provide a URL link to the live website. Password information must be provided for password protected sites. Remember the site must be live at the time of judging.
8. As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Awards Program will be settled by the Executive Staff of the WBA and, if deemed necessary by the Executive Staff, in consultation with the WBA Awards Committee. Their decisions will be final.

If you have eligibility questions, please call the WBA Office at 800-236-1922 or Linda Baun direct at 608-729-1480.
9. Entries are limited to two per station in each of the categories, except where specifically noted.
10. **An entry can only be submitted in one category. However, portions of submissions in the highlighted "compilation" categories (1-4 for Television and News and Talk, 1-3 for Music) can be submitted in other categories. (e.g. A two-minute interview could be submitted for Best Interview, even if it's part of a fifteen-minute Best Radio Show entry. But that two-minute interview could NOT be submitted for both Best Interview and Best Use of Audio.)**

11. Snippets: You are encouraged to select a :15 to :20 second snippet of your entry that will be used for the video/audio montage should your entry receive a **1st** place.
12. Entry fees are \$25 per entry for radio, \$35 per entry for television and \$10 per LPFM entry.
13. Fees can be paid **online** when submitting your entry or by calling the WBA Office at 800-236-1922.
14. Entries must be completed and submitted **online** at our website at **www.wi-broadcasters.org**. Entries must be received online by **January 11, 2017 by 11:59 PM CDT**. **Online** entries will be accepted beginning December 1, 2016.

Judging will be done by peers outside the state of Wisconsin.
15. Winning entries will be announced during the WBA Gala Awards Banquet on **Saturday, May 6, 2017** at the Madison Marriott West.

THE WBA CUMULATIVE VOTING SYSTEM

- Each station will be given one point for each eligible category in which they enter.
*An important note:
Even if a station enters two entries in a category (two is the limit), they still only receive a single point.*
- A third place award in each eligible category receives one additional point.
- A second place award in each eligible category receives two additional points.
- The first place award in each eligible category receives four additional points.
- The total points earned in each division will determine the winner.
- The number of first place awards won by a station is the only tie-breaker. After that, a tie will be declared.



FOR PURPOSES OF THIS COMPETITION, A STATION'S MARKET IS TO BE BASED ON THE MARKET IN WHICH IT PROMOTES ITSELF AND/OR WHERE IT MAINTAINS ITS OFFICE/STUDIO LOCATION, REGARDLESS OF CITY OF LICENSE. ALL ENTRIES MUST HAVE BEEN "ON-AIR" OR PUBLISHED BETWEEN JANUARY 1, 2016 AND DECEMBER 31, 2016.

TELEVISION

LARGE MARKET: Milwaukee

MEDIUM MARKET: Green Bay-Appleton, Madison

SMALL MARKET: La Crosse-Eau Claire, Kenosha, Superior, Wausau-Rhineland

All Television, Radio News and Talk and Music Radio stations will compete for Social and Digital Media awards, and not split by market size.

Entry Fee: \$35.00 per TV entry.

MUSIC RADIO & NEWS AND TALK RADIO

LARGE MARKET: Milwaukee, Madison

MEDIUM MARKET: Appleton, Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, Kenosha, La Crosse, Manitowoc, Marshfield, Neenah-Menasha, Oshkosh, Racine, Sheboygan, Stevens Point, Superior, Wausau, Wisconsin Rapids

SMALL MARKET: All other cities.

All Radio News and Talk, Music Radio and Television stations will compete for Social and Digital Media awards, and not split by market size.

Entry Fee: \$25.00 per Radio entry.

Entry Fee: \$10.00 per LPFM entry.

THE BEST OF THE BEST

TELEVISION NEWS OPERATION OF THE YEAR AWARD

WINNERS IN EACH MARKET SIZE WILL BE DETERMINED FROM THESE 10 CATEGORIES

USING THE WBA CUMULATIVE VOTING SYSTEM:

- | | | | |
|---------------------------|-------------------------|--------------------------|---------------------------|
| • Spot News | • Morning Newscast | • Evening Newscast | • News Writing |
| • Hard News/Investigative | • Series or Documentary | • Feature | • Live On-Scene Reporting |
| • News Video | • Continuing Coverage | • Best Election Coverage | |

RADIO NEWS OPERATION OF THE YEAR AWARD

WINNERS IN EACH MARKET SIZE WILL BE DETERMINED FROM THESE 8 CATEGORIES

USING THE WBA CUMULATIVE VOTING SYSTEM:

- | | | | |
|--------------------------|---------------------------|---------------------------|-----------------------|
| • Spot News | • Hard News/Investigative | • Feature | • Newscast |
| • Audio in News | • News Writing | • Live On-Scene Reporting | • Continuing Coverage |
| • Best Election Coverage | | | |

SOCIAL AND DIGITAL MEDIA OPERATION OF THE YEAR AWARD

WINNERS IN EACH DIVISION WILL BE DETERMINED FROM THE SOCIAL AND DIGITAL CATEGORIES LISTED BY USING THE WBA CUMULATIVE VOTING SYSTEM.

STATION OF THE YEAR AWARDS

THERE WILL BE A WBA STATION OF THE YEAR AWARD IN EACH MARKET SIZE FOR RADIO MUSIC, RADIO NEWS AND TALK AND TELEVISION. THE WINNERS WILL BE DETERMINED USING THE WBA CUMULATIVE VOTING SYSTEM. NO SEPARATE ENTRY NEEDED TO COMPETE FOR THIS AWARD. ENTRIES IN THE SOCIAL AND DIGITAL MEDIA CATEGORY ARE NOT PART OF THE AWARDS PROCESS FOR STATION OF THE YEAR.

TELEVISION AWARDS

1. BEST MORNING NEWSCAST:

This award recognizes the best newscast originally aired between 5 a.m. - 9 a.m. Criteria include presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the newscast. Entry must be a 15 minute composite of a single program from a single day with no commercials.

2. BEST EVENING NEWSCAST:

This award recognizes the best newscast originally aired between 4 p.m. - 11 p.m. Criteria include aspects of the newscast (i.e. News, Weather and Sports), presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the newscast and delivery. Entry must be a 15 minute composite of a single program from a single day with no commercials.

3. BEST SPORTSCAST:

This award recognizes the best locally originated and regularly scheduled sportscast. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and interest of stories presented. Entry must include three single sportscasts from three different days with no commercials.

4. BEST WEATHERCAST:

This award recognizes the best locally originated, regularly scheduled weather broadcast. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and effective use of available technology. Entry must include three weather segments from three different days with no commercials.

5. BEST SPOT NEWS:

This award recognizes the best single report or series of reports on an unscheduled or unplanned story. Criteria include the manner in which the news organization responded, presentation of facts, delivery, follow-up and any hard news elements that may have been uncovered. Entry must not exceed 15 minutes.

6. BEST NEWS WRITING:

This award recognizes the best news writing for a single story. Criteria include how well the story engages the audience and provides the needed information in a comprehensive and informative manner. Entry must include both scripts and on-air version of the story.

7. BEST HARD NEWS/INVESTIGATIVE:

This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria include significance, presentation of facts, thoroughness, research, and delivery. Entry may be a single report or a series.

8. BEST SERIES OR DOCUMENTARY:

This award recognizes the best series of special reports on a single topic included in a regularly scheduled newscast or a single documentary. Criteria include significance, resourcefulness, comprehensiveness, thoroughness of research, and production values.

9. BEST FEATURE:

This award recognizes the best single report that ran in a newscast as relief or contrast to serious reporting or as a standalone. Criteria include human interest, subject portrayal, creative writing, entertainment value and effective use of audio and/or video.

10. BEST LIVE ON-SCENE REPORTING:

This award recognizes the best single or series of live on-scene reports by a single reporter. Criteria include ability of the reporter to use the scene to relate details of the story, use of props, quality of live interviews, Q&A with anchors, ad-lib ability and any other matters which make the live report stand-out. Entry must include a minimum of three live reports totaling no more than 15 minutes and pre-recorded packages/inserts must be included for context.

11. BEST CONTINUING COVERAGE:

This award recognizes the best on-going coverage of a single news story. Criteria include the ability of the news staff to follow a story over an extended period of time, reporting significant developments as they occur, and reporting breadth and depth of various angles to the story.

12. BEST USE OF NEWS VIDEO:

This award recognizes the best use of video, audio and editing. Criteria include variety, creativity, selection, and composition of camera shots as well as other creative and technical elements including use of natural sound, quality of lighting, and the overall effect of the edited story or program.

13. BEST SPORTS REPORTING:

This award recognizes the best in sports coverage. Both "same day" and feature stories are eligible. Criteria include significance, presentation of facts, delivery and/or creativity, entertainment value, and effective use of audio and/or video.

14. BEST USE OF SPORTS VIDEO:

This award recognizes the best use of video, audio and editing in sports coverage. Criteria include variety, creativity, selection, and composition of camera shots as well as other creative and technical elements including use of natural sound, quality of lighting, and the overall effect of the edited story.

15. BEST SIGNIFICANT COMMUNITY IMPACT:

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community. Entry must be a minimum of 5 minutes but no longer than an edited 10 minutes and may include a one page PDF description of the action, the impact and how it came about.

16. BEST SPECIALTY PROGRAMMING:

This award recognizes the best one-time non-news programming (i.e., coverage of parades, station produced town hall meetings, concerts, or other programs that are specific to a station's service area). Criteria include community interest, production quality and depth of coverage. Entry must be a minimum of 5 minutes but no longer than an edited 15 minutes. Up to a one page PDF narrative may be submitted.

17. BEST EDITORIAL/COMMENTARY:

This award recognizes the best single or series of editorials or commentaries on one subject. Criteria include thought provoking presentation, assumption of a leadership position or presentation of a new or overlooked viewpoint. Total entry must be no longer than 15 minutes and there's a maximum of five in a series.

18. BEST PROMOTIONAL ANNOUNCEMENT:

This award recognizes the best single or series of announcements promoting the station. Criteria include creativity and production values.

19. BEST TOPICAL PROMOTION:

This award recognizes the best single announcement tailored to promote a specific newscast, news story or program episode (i.e., "coming up" promotion, sweeps story promotion, event coverage promotion, proof of performance following specific coverage). Criteria include creativity, "tune-in" message delivery, and production value.

20. BEST PUBLIC SERVICE ANNOUNCEMENT:

This award recognizes the best single announcement promoting the station's involvement in support of a non-profit organization. Criteria include creativity and production values. Entry must not exceed 60 seconds.

21. BEST COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the best single commercial produced on behalf of an advertiser or underwriter by a television station. Criteria include creativity, message delivery and production value. Entry must not exceed 60 seconds.

22. ANNUAL SPECIAL AWARD CATEGORY-ELECTION COVERAGE:

This award recognizes the best compilation of 2016 election coverage. Entries may include not only day-to-day news coverage but also special programming such as debates, town hall meetings, and other methods which allowed citizens to become better informed voters during this wild election year. Criteria include presentation of facts, delivery and breadth of coverage. Total entry must not exceed 15 minutes. Up to a one page PDF narrative may be submitted. Best Election Coverage will count toward News Operation of the Year and Station of the Year.

All Television stations will compete for Social and Digital Media awards, and not split by market size.

23. BEST WEBSITE:

This award recognizes the best TV station website. Criteria include treatments of content including text, audio, video, social media and user-generated content, how well the site communicates information, overall appearance, ease of use, use of visuals and the depth and quality of information available. Stations should submit the site's URL. No Screen Shots.

24. BEST WEB STORY:

This award recognizes the best website coverage of a single story or event. Criteria include originality and depth of the coverage, use of visuals, navigation, appearance and ease of use. Submission of a URL is required. Screenshots are allowed.

25. BEST USE OF USER-GENERATED CONTENT:

This award recognizes the best use of content provided by the public to enhance a story. Examples include text, photos or video and other material provided by members of the public. Criteria include quality and significance of the citizen-generated content and the way the content was used. Submission of a URL is required. Screenshots are allowed.

26. BEST USE OF SOCIAL MEDIA LIVE STREAMING:

This award recognizes the best use of social media livestreaming tools, like Facebook Live and Periscope. Criteria include quality of audio and video, talent delivery, audience engagement and creativity. Submissions should include link to the submitted livestream.

27. BEST USE OF SOCIAL MEDIA:

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public. Criteria include frequency and quality of updates, use of user-generated content, and use of audio and visuals. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

28. BEST PERSONALITY:

This award recognizes a personality's use of Social and Digital Media to cultivate an online audience. Examples include use of blogs, video, and social media. Criteria include quality of content, audience interaction, and relevance to the personality's profession, frequency of updates and use of visual materials. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

29. BREAKING NEWS COVERAGE:

This award recognizes the best use of digital and social media in breaking news. Examples include the use of social media and user-generated content. Criteria include frequency and quality of updates, use of user-generated content and use of audio and visuals. A one page PDF narrative may be submitted.

RADIO NEWS AND TALK AWARDS

1. BEST MORNING RADIO SHOW:

This award recognizes the state's best morning shows. Criteria include entertainment value, creativity, production value, presentation and impact. Radio show members must be on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a 15 minute composite airtime of a single day's broadcast. **Air times MUST BE between 5 AM - 10 AM.**

2. BEST RADIO SHOW:

This award recognizes the best radio show (in these hours). Criteria include entertainment value, creativity, production value, presentation and impact. Radio show members must on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a 15 minute composite airtime of a single day's broadcast. **Airtimes MUST BE 10AM - 5 AM.**

3. BEST NEWSCAST:

This award recognizes the best single newscast. Criteria include presentation, production values, interest of stories presented, and overall impact of the newscast. Entry must not include commercials or underwriting announcements, must not be a composite and must not exceed 15 minutes.

4. BEST SPORTSCAST:

This award recognizes the best locally originated and regularly scheduled sportscast. Criteria include presentation of facts, delivery, creativity, entertainment value, production value, and effective use of audio. Entry **must** contain **three** unedited single sportscast examples from **three** different days without commercials.

5. BEST SPOT NEWS:

This award recognizes the best single report or series of reports of an unscheduled or unplanned story. Criteria include the manner in which the news organization responded, presentation of facts, delivery, follow-up and any hard news elements that may have been uncovered.

6. BEST NEWS WRITING:

This award recognizes the best news writing. Criteria include whether the writing is engaging, comprehensive, and explains the story in a unique, complete and interesting manner. Entry **must** include script and one on-air version of the story to show the reporter's range of writing skills. A brief explanation for context may be included.

7. BEST HARD NEWS/INVESTIGATIVE:

This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria include significance, presentation of facts, thoroughness, research, and delivery. Entry may be a single report or a series.

8. BEST FEATURE:

This award recognizes the best single report that ran in a newscast or sportscast as relief or contrast to serious reporting or ran as a standalone programming element. Criteria include human interest, subject portrayal, creative writing, entertainment value, and effective use of audio.

9. BEST USE OF AUDIO IN RADIO NEWS:

This award recognizes the best use of audio in a radio news report. Criteria include quality of audio and editing, variety, creativity, writing and composition as well as other creative and technical elements including use of natural sound resulting in the overall effect of the edited story.

10. BEST LIVE ON-SCENE REPORTING:

This award recognizes the best single or series of live on-scene reports. Criteria include ability of the reporter to use the scene to relate details of the story, ability to give listener the "feel" of the location, quality of live interviews, Q&A with studio announcer, ad-lib ability and any other matters which make the live report stand-out. Entry should include pre-recorded packages/inserts for context.

11. BEST CONTINUING COVERAGE:

This award recognizes the best on-going coverage of a single news story. Criteria include the ability of the news staff to follow a story over an extended period of time, reporting significant developments as they occur, and reporting breadth and depth of various angles to the story.

(RADIO NEWS AND TALK AWARDS CONTINUED)

12. BEST INTERVIEW:

This award recognizes the best interview. Criteria include quality of questions, rapport with interview subject and production quality. Entry must not exceed ten minutes.

13. BEST SPORTS PLAY BY PLAY:

This award recognizes the best locally originated sports play by play. Criteria include presentation of facts, creativity and delivery. Entry must be unedited and not exceed five minutes. Coverage of Brewers, Bucks or Packers does not qualify. All submissions **MUST** come from the originating stations, not from network affiliates.

14. BEST SIGNIFICANT COMMUNITY IMPACT:

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community. Entry must include an edited entry of no more than five minutes and may include a one page PDF description of the action, the impact and how it came about. Entry must be a minimum of 5 minutes but no longer than an edited 15 minutes.

15. BEST SPECIALTY PROGRAMMING:

This award recognizes the best one-time non-news programming (i.e., coverage of parades, station produced town hall meetings, concerts, debates, or other programs that are specific to a station's service area). Criteria include community interest, production quality and depth of coverage. Entry must be a minimum of 5 minutes but no longer than an edited 15 minutes. Up to a one page PDF narrative may be submitted.

16. BEST EDITORIAL/COMMENTARY:

This award recognizes the best single or series of editorials or commentaries on one subject. Criteria include thought provoking presentation, assumption of a leadership position or presentation of a new or overlooked viewpoint. Total entry must be no longer than 15 minutes and there's a maximum of five in a series.

17. BEST PROMOTIONAL ANNOUNCEMENT:

This award recognizes the best single or series of announcements promoting the station. Criteria include creativity and production values. Entry must not exceed 60 seconds.

18. BEST PUBLIC SERVICE ANNOUNCEMENT:

This award recognizes the best single announcement promoting the station's involvement in support of a **non-profit** organization. Criteria include creativity and production values. Entry must not exceed 60 seconds.

19. BEST COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the best single commercial or underwriting announcement not using humor. Criteria include creativity, message delivery and production value. Entry must not exceed 60 seconds.

20. BEST HUMOROUS COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the best single humorous commercial produced on behalf of an advertiser by a radio station. Criteria include creativity, humor value, and production values. Entry must not exceed 60 seconds.

21. MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the most entertaining radio commercial or underwriting announcement recorded predominantly by a radio station client or underwriter. At least 50% of the commercial must be the voice of the client or members of the client's staff, family or customers. Criteria include entertainment value, production value and humor (whether intended or not). Entry must not exceed 60 seconds.

22. ANNUAL SPECIAL AWARD CATEGORY-ELECTION COVERAGE:

This award recognizes the best compilation of 2016 election coverage. Entries may include not only day-to-day news coverage but also special programming such as debates, town hall meetings, and other methods which allowed citizens to become better informed voters during this wild election year. Criteria include presentation of facts, delivery and breadth of coverage. Total entry must not exceed 15 minutes. Up to a one page PDF narrative may be submitted. Best Election Coverage will count toward News Operation of the Year and Station of the Year.

All Radio News and Talk Stations will compete for Social and Digital Media awards, and not split by market size.

23. BEST WEBSITE:

This award recognizes the best News and Talk radio website. Criteria include treatments of stories including text, audio, video, social media and user-generated content, how well the site communicates information, overall appearance, ease of use, use of visuals and the depth and quality of information available. Stations should submit the site's URL. No screenshots. Eligible websites include both over all station sites and special purpose sites developed by the station.

24. BEST USE OF SOCIAL MEDIA:

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public. Criteria include frequency and quality of updates, use of user-generated content, and use of audio and visuals. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

25. BEST USE OF SOCIAL MEDIA LIVE STREAMING:

This award recognizes the best use of social media livestreaming tools, like Facebook Live and Periscope. Criteria include quality of audio and video, talent delivery, audience engagement and creativity. Submissions should include link to the submitted livestream.

26. BEST PERSONALITY:

This award recognizes a personality's use of Social and Digital Media to cultivate an online audience. Examples include use of blogs, video, and social media. Criteria include quality of content, audience interaction, relevance to the personality's profession, frequency of updates and use of visual materials. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

27. BREAKING NEWS COVERAGE:

This award recognizes the best use of digital and social media in breaking news. Examples include the use of social media and user-generated content. Criteria include frequency and quality of updates, use of user-generated content and use of audio and visuals. A one page PDF narrative may be submitted.

28. BEST WEB STORY:

This award recognizes the best website coverage of a single story or event. Criteria include originality and depth of the coverage, use of visuals, navigation, appearance and ease of use. Submission of a URL is required. Screenshots are allowed.

AWARDS GALA

Saturday, May 6, 2017 Madison Marriott West

RADIO MUSIC AWARDS

1. BEST MORNING RADIO SHOW:

This award recognizes the state's best morning shows. Criteria include entertainment value, creativity, production value, presentation and impact. Radio show members must be employed by the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a 15 minute composite airtime of a single day's broadcast. **Airtimes MUST BE between 5 AM -10 AM.**

2. BEST RADIO SHOW:

This award recognizes the best radio show (in these hours). Criteria include entertainment value, creativity, production value, presentation and impact. Radio show members must be employed by the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a 15 minute composite airtime of a single day's broadcast. **Airtimes MUST BE 10AM - 5 AM.**

3. BEST NEWSCAST:

This award recognizes the best daily information report (i.e. news, sports, agriculture, weather or traffic reports). Criteria include informational and entertainment value, use of audio, production and editing. Entry must not exceed 10 minutes.

4. BEST INTERVIEW:

This award recognizes the best interview or series of interviews. Criteria include quality of questions, rapport with interview subject and production quality. Entry must not exceed 10 minutes.

5. BEST ORIGINAL FEATURE:

This award recognizes the best single report or series aired in contrast to musical programming. Criteria include human interest, entertainment value, creativity and editing. Entry must not exceed 5 minutes.

6. BEST LIVE ON-SITE BROADCAST REMOTE:

This award recognizes the best single or series of announcements made directly from a live, on-site broadcast. Criteria include information value, entertainment value, and production. Entry must not exceed 15 minutes and may include broadcasts from client locations, station events or unscheduled on-scene news reports.

7. BEST USE OF AUDIO (NON-NEWS):

This award recognizes the best use of audio to entertain or inform the audience. Criteria include quality of audio, editing and creativity. Entries should creatively demonstrate radio's unique qualities.

8. BEST SPORTS COVERAGE:

This award recognizes the best sports coverage by a Music Format Station, and can include play by play (play by play coverage of Brewers, Packers and Bucks do not qualify), a feature story, sportscast or other sports programming. Entries must be locally originated and broadcast. Criteria include creativity, entertainment value, delivery, presentation of facts and production value.

9. BEST SIGNIFICANT COMMUNITY IMPACT:

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community. Entry must be a →

→ minimum of 5 minutes but no longer than an edited 15 minutes and may include a one page PDF narrative description of the action, the impact and how it came about.

10. BEST SPECIALTY PROGRAMMING:

This award recognizes the best special off-format programming (e.g. niche show, concert, or other non-news programming specific to a station's service area). Criteria include community interest, production quality, and depth of coverage. Entry must be no longer than an edited 15 minutes. Up to a one-page PDF narrative may be included.

11. BEST PROMOTIONAL ANNOUNCEMENT:

This award recognizes the best single announcement promoting the station. Criteria include creativity and production values.

12. BEST STATION PROMO:

This award recognizes the best single announcement promoting the station's format playlist. Criteria include creativity, editing and production value. Entry must not exceed 60 seconds.

13. BEST STATION EVENT PROMO:

This award recognizes the best single announcement promoting a station sponsored event. Criteria include use of audio, creativity, editing and production value. Entry must not exceed 60 seconds

14. BEST CLIENT EVENT PROMO:

This award recognizes the best single announcement promoting a client or underwriter sponsored event. Criteria include use of audio, creativity, editing and production value. Entry must not exceed 60 seconds.

15. BEST PUBLIC SERVICE ANNOUNCEMENT:

This award recognizes the best single announcement promoting the station's involvement in support of a **non-profit** organization. Criteria include creativity and production values. Entry must not exceed 60 seconds.

16. BEST COMMERCIAL OR UNDERWRITER ANNOUNCEMENT:

This award recognizes the best single commercial or underwriter announcement, not using humor, produced on behalf of an advertiser by a radio station. Criteria include creativity, message delivery and production value. Entry must not exceed 60 seconds.

17. BEST HUMOROUS COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the best single humorous commercial or underwriter announcement produced on behalf of an advertiser by a radio station. Criteria include creativity, humor value, and production values. Entry must not exceed 60 seconds.

18. MOST ENTERTAINING CLIENT-RECORDED COMMERCIAL OR UNDERWRITING ANNOUNCEMENT:

This award recognizes the most entertaining radio commercial or underwriting announcement recorded predominantly by a radio station client. At least 50% of the commercial must be the voice of the client or members of the client's staff, family or customers. Criteria include entertainment value, production value and humor (whether intended or not). Entry must not exceed 60 seconds.

19. ANNUAL SPECIAL AWARD

CATEGORY-ELECTION COVERAGE:

2016: A year just filled with election surprises! From local to state to national coverage, how did your station 'elect' to cover this year's abundance of elections? Satirical segments? Intriguing interviews? Credible commentary? A delightful mix of information and entertainment? Stations may submit a compilation of bits, day-to-day programming and/or special programming on Election Coverage 2016. Criteria include quality and creativity of production, informative content, entertainment value, and/or responsible representation. Total entry must not exceed 15 minutes. Stations are encouraged to submit a one page PDF narrative explaining coverage and its significance. This category will count toward Station of the Year.

Music Radio Stations will compete for Social and Digital Media awards, and not split by market size.

20. BEST WEBSITE

This award recognizes the best Music Radio station website. Criteria include overall appearance, ease of use, use of visuals, the depth and quality of information available and ability to reflect the spirit and personality of the station. Stations should submit the site's URL. No screenshots.

21. BEST USE OF SOCIAL MEDIA:

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public. Criteria include frequency and quality of updates, use of user-generated content, and use of audio and visuals. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

21. BEST USE OF SOCIAL MEDIA LIVE STREAMING:

This award recognizes the best use of social media livestreaming tools, like Facebook Live and Periscope. Criteria include quality of audio and video, talent delivery, audience engagement and creativity. Submissions should include link to the submitted livestream.

22. BEST PERSONALITY:

This award recognizes a personality's use of Social and Digital Media to cultivate an online audience. Examples include use of blogs, video, and social media. Criteria include quality of content, audience interaction, relevance to the personality's profession, frequency of updates and use of visual materials. Submission should include URLs to relevant social media accounts and may include screenshots. Up to a one page PDF narrative may be submitted.

23. BEST LIVE ON-SITE COVERAGE:

This award recognizes the best use of digital and social media in the field. Examples include the use of social media and user-generated content. Criteria include frequency and quality of updates, use of user-generated content and use of audio and visuals. A one page PDF narrative may be submitted.

HOW TO ENTER

Entry must be completed and submitted online at our website at www.wi-broadcasters.org.

Online entries will be accepted starting December 1, 2016

Please follow the steps below to complete the entry process.

Entries to WBA Awards for Excellence
will be submitted using a web-based program at
www.betterbnc.com.

Below are directions for preparing and submitting entries.

If you have questions,
please contact Linda Baun at
608-729-1480 or lbaun@wi-broadcasters.org.

IMPORTANT: The contest platform is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience. The deadline for all entries is January 11, 2017 11:59 PM CDT.

1. Login

- a. Go to www.betterbnc.com.
- b. Click contestant login (upper left).
- c. Select the appropriate Contest.
- d. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select Contestant Manager.

Stations should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the organization. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (Two entries provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the organization.

- ii. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.
- e. For Contestant Managers and Authorized Entrants, select the appropriate News Organization.
- f. Enter your Email address.
- g. Enter the temporary password: bnc then click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries (click "contest information" regarding guidelines)

- a. Click "My Contest" at the top of the page
- b. On the "Manage Entries" page, click Submit Entry (left side).
- c. Select the appropriate Division (a larger grouping of categories).
- d. Select the appropriate Category.
- e. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
- f. Complete the Headline/Title field.
- g. Based on the type of entry, add content:
 - i. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. Please use the SHARE link for the content's web address.

for Audio: www.soundcloud.com (preferred) *Picosong can no longer be used for entry submissions.*

for Video: www.vimeo.com (preferred) or www.youtube.com
 - ii. **IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible. Additionally, please allow embeds for your entry. The WBA will feature first place winning entries on wi-broadcasters.org, but must be able to use your entry's embed code to do so.
- h. Snippets: You are encouraged to select a :15 to :20 second snippet of your entry that will be used for the video/audio montage should your entry receive a 1st place.

3. Payment for Entries

- a. When all entries are submitted (but before the Entry Deadline), log in to your account's "Manage Entries" page.
- b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
- c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). You can print this page for your records.
- d. Make payments by check or click on pay by credit card or call the WBA office with your credit card number BEFORE THE DEADLINE date.

To view last year's winning entries go to <http://showcase.wi-broadcasters.org>

The 2016 Awards for Excellence Brochure and Gala registration is available online at www.wi-broadcasters.org



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