

### STATION OF THE YEAR AWARDS

- There will be WBA Station of the Year Awards in Radio and TV in Major, Medium and Small markets.
- The winners will be determined based on their performance in all Radio or TV categories using the new WBA Cumulative Voting System.
- Entries in the New Media category are not part of the awards process for Station of the Year.

*•No separate entry needed*

### BEST TELEVISION NEWS OPERATION OF THE YEAR AWARD

Winners in each market size will be determined from these categories using the new WBA cumulative voting system:

- Spot News
- Morning Newscast
- Evening Newscast
- News Writing
- Hard News/Investigative
- Mini Documentary/Series
- Feature
- Live On Scene Reporting
- News video

*\*No separate entry needed*

### BEST RADIO NEWS OPERATION OF THE YEAR AWARD

- Spot News
- Hard News/Investigative
- Feature
- Best Newscast
- Audio in News
- News Writing
- Live On Scene Reporting

*\*No separate entry needed*

### WBA CUMULATIVE VOTING SYSTEM

- *This basic plan will be used for all WBA cumulative awards: Station of the Year, Best TV and Radio News Operations, New Media Operation and others that will follow.*
- Each station will be given one point for each eligible category in which they enter. *An important note: No matter how often a station enters, a category they would only receive a single point.*
- A third place award in each eligible category receives an additional one point.
- A second place award is given an additional two points.
- The first place winner in each category is given an additional four points.
- The total points earned in each division determines the winner.
- The number of first place awards won by a station would be the only tie-breaker. After that, a tie will be declared.

### FEES & ELIGIBILITY DATE

- No change in fees. (\$30 TV, \$15 Radio, \$25 New Media Categories)
- Awards will move to a January 1 through December 31 calendar.
- Be ready to Party at the new Awards Gala in 2008.

*Thanks to the WBA Awards Committee for their dedication to this effort.*

*Specific criteria will be forthcoming!*

# Introducing . . . WBA's Awards Program For A New Era



## 2007 Awards For Excellence

*Awards program  
for  
the 21<sup>st</sup> century*

## RADIO AWARDS CATEGORIES

- SPOT NEWS
- HARD NEWS / INVESTIGATIVE
- FEATURE
- BEST NEWSCAST
- AUDIO IN NEWS
- **NEWS WRITING**
- LIVE ON SCENE REPORTING
- PERSONALITY/ PERSONALITIES
- MORNING SHOW
- SPORTSCAST OR REPORT
- SPORTS PLAY-BY-PLAY
- **SIGNIFICANT COMMUNITY IMPACT**
- SPECIAL INTEREST
- EDITORIAL/COMMENTARY
- PROMOTIONAL ANNOUNCEMENT
- HUMOROUS COMMERCIAL
- **NON-HUMOROUS COMMERCIAL**
- IF IT DOESN'T FIT, THIS MUST BE IT
- ANNUAL SPECIAL CATEGORY

## TV AWARDS CATEGORIES

- SPOT NEWS
- **MORNING NEWSCAST**
- **EVENING NEWSCAST**
- NEWS WRITING
- HARD NEWS / INVESTIGATIVE
- MINI DOCUMENTARY/SERIES
- FEATURE
- LIVE ON SCENE REPORTING
- NEWS VIDEO
- SPORTS REPORTING
- **SPORTSCAST**
- **SPORTS PHOTOGRAPHY**
- WEATHERCAST
- **SIGNIFICANT COMMUNITY IMPACT**
- SPECIAL INTEREST
- EDITORIAL/COMMENTARY
- PROMOTIONAL ANNOUNCEMENT
- COMMERCIAL ANNOUNCEMENT
- IF IT DOESN'T FIT, THIS MUST BE IT
- ANNUAL SPECIAL CATEGORY

## NEW MEDIA CATEGORIES

- USE OF NEW MEDIA
- CONVERGENCE COVERAGE OF A SINGLE STORY OR EVENT
- WEBSITE - JOURNALISM
- WEBSITE - NON-JOURNALISM
- STORY OR EVENT PRODUCED ORIGINALLY FOR NEW MEDIA
- BEST USE OF CITIZEN CONTRIBUTION
- BLOG

### NEW MEDIA OPERATION OF THE YEAR

AWARD BASED ON ABOVE SEVEN CATEGORIES

**UNLIKE** THE TV AND RADIO CATEGORIES

**NEW MEDIA AWARDS ARE OPEN TO WBA ASSOCIATE MEMBERS AS WELL AS RADIO AND TV MEMBERS**

FLIPPED OVER THE NEW PROGRAM YET?

If not, flip over for more exciting “new” awards

NEW CATEGORIES ARE IN BOLD GOLD