Introducing . . .

WBA’s Awards Program
For A New Era

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!
### 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