

## MBA STATION OF THE YEAR

*One Radio and One TV Award (No classes)*

**Criteria:** The Station of the Year Award will be judged in three separate parts with each part representing an equal 1/3 of the total. Each of the three areas will be judged on a 10 point scale for a maximum of 30.

1. **Audio/Video excerpt** (*maximum 3 minutes*) - Does your station look/sound amazing? Is your station talent top notch? We want to hear it! Submit a highlight reel of your station's overall programming. This highlight reel should also include anything important to your audience with specific emphasis on the community. Judging criteria includes immediacy of content to the community, relatability and overall sound/appearance.
2. **Community involvement** (*written: 500 word maximum*) - Explain how your station and station talent is at the forefront of the community. Are you committed to the betterment of the community? Using your station's resources and talent for the benefit of the community and localism efforts? Tell us all of the amazing things you do to make your area a better place!
3. **Industry leadership** (*written: 500 word maximum*) - Tell us how your station is carrying the torch for the broadcast industry. Examples include: airing announcements that promote the broadcast industry; air talent reaching out to the next generation of broadcasters through educational initiatives and career fairs; job shadowing and internships; station tours, etc. We want to hear about all the awesome ways that your station celebrates and furthers the industry.

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## DIGITAL & SOCIAL

### \* Best Local Website

Website entries must be sites with station created original content and be maintained by station personnel. The URL must be included on the entry form. Sites will be judged in real time, online, using desktop and mobile devices.

#### *Rating Criteria*

*In order of priority (Each of the following is worth a different amount of points. Please assign each sub-category a 1-x rating, with the "x" being the highest and best possible score, and 1 being the lowest). The winner of the category will have the highest score.*

- **Content (1-10 rating):** Is the majority of the content local in nature and created by station personnel? Is it posted regularly, of reasonable quality, connect to website's consumer/local community and reflect station's brand or format?

- **User Experience (1-7 rating):** Does sight engage user with fresh, original content and multiple feature areas? Is it easy to find information you are interested in?

- **Design (1-5 rating):** Is site visually appealing with balance of text, photos, graphics, video etc. Does it reflect station's brand? Is there good integration of special features, social media, 3rd party content etc.? Does website look good and operate well across digital devices.

### \* **Social Media Star**

*(One TV winner/One Radio winner)*

Social media has become an emerging way for TV/Radio stations to further their connection with viewers/listeners. Each entry should include the URL for one social media site (Ex. Facebook, Twitter, Instagram). Station personalities may also submit a social media site as long as it's clearly tied to the station brand. Content must be maintained by station personnel. It will be judged on listener/viewer engagement, creativeness and how the page represents the station's brand. Social media page will be judged in real time, online.

*Rating Criteria*

- **Posting Regularity:** Does the station post new content consistently?

- **Content:** Is the information presented relevant for the "brand" and/or station format? Do they reply to listener/viewer comments on the site in a timely manner? Is the content unique to station?

- **Overall:** Do you get a good idea of the station's "brand" and/or format when you browse the site? Do you feel there's a connection to the local community and its listeners with the site?

### \* **Convergent Media**

*(One TV Winner/One Radio Winner)*

*Max Length 5:00*

This entry showcases how journalists use digital and social platforms to complement their traditional forms of storytelling. An entry for this category must show use of two different platforms for a single story. At least one of these platforms must be television or radio news. Judging criteria includes: writing proficiency, overall effective use of the platforms in presentation, and use of the dual platform to help the audience better understand the story.

*Rating Criteria*

- **News Value:** Judging to be based upon the news content with a specific emphasis on how well it utilized both traditional broadcast and online presence to more effectively and clearly communicate the information. Judging criteria also includes writing proficiency and delivery.

- **Execution:** To what extent do the production and online techniques employed enhance the entry's purpose(s)? Give attention to performance, interview techniques, writing, editing, sound effects, etc.

- **Total:** What was the total impact of the entry?

\* **Video for Radio**

*(Radio Only)*

*Max Length 3:00*

This award recognizes the most outstanding and creative video or video campaign created by a radio station or group. Content must be free to access on website or other channel, such as YouTube, Facebook, etc. The video must have been created by the local station's staff.

*Rating Criteria*

- **Audience Value:** Is the video entertaining? Does it utilize the creativity of the station staff? Is the content relevant to the local audience?

- **Execution:** While the video must not be television broadcast quality, it shouldn't be difficult to consume. Is the video stable and easy to watch? Is it easy to tell what's going on?

- **Total:** Creativity and originality combine in this category to make sure it is local in nature and appealing/informative to the listener/viewer.

\* **Podcast**

*(One TV Winner/One Radio Winner)*

*Max Length 5:00*

This award recognizes the most outstanding and unique podcast. The podcast should be designed specifically for digital rather than terrestrial broadcasting that is repurposed online. Entry should be up to five continuous minutes from one episode. You may include an optional 200-word max essay for description purposes.

*Rating Criteria*

- **Audience Value:** Is the podcast interesting/informative/creative? Does it add to the listener/viewer experience? Is the content being offered anything different than what you might typically hear/see on broadcast TV/radio?

- **Execution:** Does the technical quality stand up to what you might hear/see elsewhere online? Is it edited well?

- **Total:** Creativity and originality combine in this category to ensure a positive listener/viewer experience and that the content is appealing/informative to the listener/viewer.

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## COMMUNITY AFFAIRS

### \* Station Sponsored Community Event

*Max Length :60 (each)*

Any one-time or continuing event which reflects a single station's total effort and involvement in a local community event.

*Rating Criteria*

- **Overall Value:** This award is for a one-time or continuing event which reflects a single station's total effort and involvement in a local community event. This should be clearly communicated in the presentation.

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc. Is the content engaging? Does it make people care? Is it communicated by the station in such a way that clearly and concisely explains the event and how it betters the community?

- **Total:** What was the overall impact of the entry?

### \* Corporate Award For Community Service

*(Radio Only/No Classes)*

*Max Length :60 (each)*

Any one-time or continuing event which demonstrates the commitment and effort by two or more stations in a group. May include any or all of the following: Examples of on-air announcements, fund raising efforts and live broadcasts. In addition, a brief narrative (PDF only, no more than one type written page) may accompany the entry.

*Rating Criteria*

- **Overall Value:** Judging should be based upon demonstrated commitment and effort of two or more stations.

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc. Is it clear how the event positively affects the community?

- **Total:** What was the overall impact of the entry?

\* **Public Service Announcement or Campaign**

*Max Length :60 (each)*

Presented to stations best demonstrating response to needs or issues in their communities. Entries, single or series (no more than three), may be recordings of live announcements made in support of the project or may be examples of recorded announcements. All entries must be developed and produced by station personnel.

*Rating Criteria*

- **Overall Value:** How well does the entry demonstrate the importance of the event to the community?

- **Execution:** To what extent does the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

\* **Documentary/Public Affairs**

*Max Length 5:00*

Single program or series on one subject or topic that is not a newscast. May include round-table discussions, public affairs, special interviews, or presentations. Can be edited, representing a longer program.

*Rating Criteria*

- **Audience Value:** How well does the entry demonstrate the importance of the subject to the community? Judging should be based on all of the following: presentation, content, continuity, community impact, and station's involvement.

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

\* **Partners in Education**

*(One TV Winner/One Radio Winner)*

*Max Length 3:00*

Recognizes creative and innovative programming through broadcast and social media, encouraging community awareness of local public or private education. Entries should focus on encouraging viewer/listener awareness of academics, both athletic and other than athletic extracurricular activities (i.e. theater, music, band, forensics, robotics, academic competition,

student community service programs, etc.) and adult continuing education. Entries may be condensed, but must be no longer than 3 minutes in length, and should recognize school and student academic, social, and community achievement. If you would like to expound upon your entry, you are welcome to submit an optional 200 word essay, short audio clip, or short video clip describing your entry and its impact.

#### *Rating Criteria*

- **Content:** This Award recognizes an outstanding partnership between a local radio/tv station and its respective school district emphasizing literacy, health, academics and other life-enhancing skills. Did the content inform the listener/viewer of the station's involvement in local private or public education? Did it encourage awareness of academics, athletics, and/or extracurricular activities?

Creativity is encouraged, and entries should represent specific examples of production and promotion techniques and should be no longer than 3 minutes in length.

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, interview techniques, writing, editing, sound effects, etc.

- **Total:** What was the total impact of the entry?

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## **PROMOTION & PRODUCTION**

### \* **Promotion**

*Max Length :60 (each)*

Single or series (no more than three) for a single campaign promoting your station. Must be conceived, written, produced and aired by station. May be a sales and/or audience promotion.

#### *Rating Criteria*

- **Creativity:** Each entry should be judged on Creativity, Production, Entertainment Value and Effectiveness

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

\* **Commercial Announcement – Single Entry**

*Max Length :60*

Single commercial. May be any commercial announcement conceived, written and produced by station personnel. Judging criteria includes creativity and overall execution. Commercial cannot be agency produced. Organizations with stations in multiple markets should only enter a commercial from a station in the market where it was produced.

*Rating Criteria*

- **Creativity:** Each entry should be judged on Creativity, Production, and Effectiveness

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

\* **Commercial Announcement – Series**

*Max Length :60 (each)*

Series of commercials (two or more) for one client. May be any series of commercial announcements conceived, written and produced by station personnel. Judging criteria includes continuity of the campaign, creativity, and execution. Commercial cannot be agency produced. Organizations with stations in multiple markets should only enter a commercial from a station in the market where it was produced.

*Rating Criteria*

- **Creativity:** Each entry should be judged on Creativity, Production, and Effectiveness

- **Execution:** Does the campaign submitted have continuity from one spot to the next? To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

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**PROGRAMMING & TALENT**

\* **Air Talent – Morning Show**

*(Radio Only)*

*Max Length 5:00*

This award recognizes the most outstanding on-air personality or team, within morning drive (5am – 10am). Entrant(s) must host a show from an MBA member radio station. No syndication. Please submit an edited montage, which showcases your best work during the entry period.

Award will be judged on the following, but not limited to: overall entertainment value, community service, promotions, and special event coverage.

*Rating Criteria*

- **Content/Creativity:** Judging should be based on entertainment value and creativity.

- **Community Involvement:** Is it apparent that the air talent knows his/her community? Are they engaging listeners in the local community or does it sound like this could be a show in any part of the country?

- **Overall:** Does the show sound compelling and focused on the local community? Does this show sound connected to station “Brand”/Format and its listeners?

\* **Air Talent – Excluding Morning Drive**

*(Radio Only)*

*Max Length 5:00*

This award recognizes the most outstanding on-air personality or team, outside of morning drive (5am – 10am). Entrant(s) must host a show from an MBA member radio station. No syndication. Please submit an edited montage, which showcases your best work during the entry period. Award will be judged on the following, but not limited to: overall entertainment value, community service, promotions, and special event coverage.

*Rating Criteria*

- **Content/Creativity:** Judging should be based on entertainment value and creativity.

- **Community Involvement:** Is it apparent that the air talent knows his/her community? Are they engaging listeners in the local community or does it sound like this could be a show in any part of the country?

- **Overall:** Does the show sound compelling and focused on the local community? Does this show sound connected to station “Brand”/Format and its listeners?

\* **Opinion/Commentary**

*(One TV Winner/One Radio Winner)*

*Max Length 5:00*

This award recognizes the best opinion or commentary on one subject. Criteria includes: thought provoking presentation and a new or overlooked opinion on the subject. News, sports, and entertainment based content are all welcome.



*Rating Criteria*

- **Content:** Judging should be based on the promotion of a point of view and a specific call to action. Does the entry contain an original point of view or is just a regurgitation of something heard before?

- **Audience Involvement:** Does the entry challenge the listener? Is it personable and does it help to create a conversation about the issue?

- **Total:** What was the overall impact of the entry?

\* **Best News Anchor**

*(TV Only)*

*Max length 3:00*

Entry should be a compilation or “highlight reel” of material from the whole year. Judging criteria based on clear presentation, thoroughness, command, delivery and communication skills.

*Rating Criteria*

- **Content:** How well does the entry demonstrate command and professionalism to enhance the presentation?

- **Execution:** Judging should be based on presentation skills, confidence, timing and interaction with other on-air personalities. Are they personable? Do they make things understandable and easy to listen to rather than using big words and long sentences?

- **Total:** What was the overall impact of the entry?

\* **Special Program**

*(TV Only/No Classes)*

*Max Length 5:00*

*One Winner/Certificate of Merit*

A single live or pre-recorded program around a special topic or event that is not part of a regularly scheduled newscast. At least 30 minutes in length and does not contain breaking news or breaking news coverage. Can be edited.

*Rating Criteria*

*(Special program not part of daily news broadcasts.)*

- **Audience Value:** Is the audience learning something new? Is the topic entertaining? Does it take the audience somewhere they could not go on their own or give them new information?

- **Execution:** How does the broadcast look, sound and flow? Are there a minimum number of mistakes? Is the program easy to watch? Judging should include quality of the audio and visuals of the program and coverage of the subject matter.

- **Total:** Was the program informative and enjoyable?

\* **Best Photojournalist**

*(TV Only)*

*Max Length: 5:00*

Entry should tell a complete story using current technology and creativity including stills, video, natural audio, and interviews, without or with only minimum reporter track. The nominee must have shot and edited 90% of the broadcast news story. Entry can be a compilation of work or a single story from one person.

*Rating Criteria*

- **Audience Value:** Is the story enjoyable to watch? Are the pictures, interviews and natural sound above average quality?

- **Execution:** Does the entry show superior execution using accepted broadcast journalism standards? Mixing of audio and video should flow smoothly. Pictures should be of the best quality.

- **Total:** Creativity and originality combine to tell a story in an interesting, informative and watchable way.

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**SPORTS**

\* **Play-By-Play**

*(Radio Only)*

*Max Length 10:00*

Entry should be continuous, minus commercials, taken from actual broadcast, not telescoped. Must be paid station employee, not outside talent. High school and college sporting events only. Talent cannot be stationed in a different market and must reside in the same building as the submitting station.

*Rating Criteria*

- **Content:** How well does the entry demonstrate knowledge and professionalism to enhance the presentation?
- **Execution:** How well do the production values enhance the presentation?
- **Total:** What was the overall impact of the entry?

\* **Sports**

*Max Length 5:00*

Single program or series (no more than three) on one subject. A single topic or event as covered by a reporter or reporting team. Play-by-Play broadcast of sports events are not eligible.

*Rating Criteria*

- **Audience Value:** How well does the entry involve and inform the audience?
- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.
- **Total:** What was the overall impact of the entry?

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**WEATHER**

\* **Best Weathercast**

*(TV Only)*

*Max Length 2:00*

Entry should be a continuous excerpt that does not exceed 2 minutes in length. Entry must be from a regularly scheduled program. Entry may NOT be severe weather coverage or a breaking weather event.

*Rating Criteria*

- **News Value:** Judging should be based on presentation, content, continuity and news judgment.
- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.
- **Total:** What was the overall impact of the entry?

## \* **Breaking Weather Coverage Event**

*(One TV Winner/One Radio Winner)*

*Max Length 5:00*

Coverage of a single, locally originated severe weather event. Must have a clear presentation of facts, excellent use of available technology, and demonstrate the ability to enhance the audience's understanding of the weather situation. Entry may be a compilation or highlight reel of the complete coverage.

*Rating Criteria*

- **Content:** Was the weather content relevant and timely? Did it clearly and concisely inform the listener/viewer of the danger of the weather event and give them specific instructions on precautions they need to take to be safe?

- **Execution:** Did the broadcasters involved in coverage sound professional and well informed about the event? To what extent did they take advantage of additional resources to better inform the public (over the phone interviews, radar, etc.)

- **Total:** What was the total impact of the entry?

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## NEWS

### \* **Feature Reporting**

*Max Length 5:00*

Single or series (no more than three) on one subject. Material considered should be soft news, human interest type stories. Can be a snapshot of a longer piece.

*Rating Criteria*

- **News Value:** Judging should be based on presentation, content, continuity and news judgment. Does the feature entertain and elicit emotion from the listener? Does the listener gain a deeper understanding of the subject from this report?

- **Execution:** Unlike more immediate news coverage, a feature report has the benefit of having more time for the reporter to prepare, write, edit, and execute the production techniques. To what extent do the production techniques and writing employed enhance the entry?

- **Total:** What was the overall impact of the entry?

### \* **Investigative Reporting**

*(TV Only)*

*Max Length 5:00*

Single package or series (no more than three) on one subject, topic or event as covered by a reporter or reporting team.

*Rating Criteria*

- **News Value:** How well does the entry demonstrate that new and important information was made available to the audience as a result of the report? Are both sides being represented fairly? Are all angles of the story being covered?

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc. Has the reporter done his/her homework and/or do they sound like an expert on the subject matter?

- **Total:** What was the overall impact of the entry?

### \* **News Series**

*Max Length 5:00*

Two stories or more on a single subject or issue not related to breaking news. Can be composite of actual reports presented in two or more programs or segmented series. Category is meant to show enterprise on part of station News Department.

*Rating Criteria*

- **News Value:** To what extent does the entry involve and inform the audience? How relevant is the entry to community?

- **Execution:** To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

### \* **Breaking News**

*Max Length 5:00*

Coverage of single, unplanned news story/event. Entry may be a series or composite of actual reports. Judging criteria include immediacy, significance to the market, and effective use of station resources.

*Rating Criteria*

- **News Value:** How well does the entry demonstrate the elements of immediacy and significance to the market?

- **Execution:** Are the personalities confident, comfortable and engaging or do they seem particularly frazzled and unorganized? Are they effective in regards to helping the listener clearly understand what's happening and what to do? To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?

\* **Complete Newscast**

*Max Length 30:00*

Entries MUST be from one newscast airing (actual off-air check) in a two week period of February 8 – 21, 2021. Include newscast date and time on entry. Will be judged on presentation, content, continuity, and news judgment.

*Rating Criteria*

- **News Value:** Judging to be based on overall presentation, content, continuity and demonstration of news judgment.

- **Execution:** Is the overall flow of the newscast seamless and polished? Are the transitions smooth? To what extent do the production techniques employed enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

- **Total:** What was the overall impact of the entry?