

ENTER the KAB's Awards for

Excellence in Broadcasting.

Entry Deadline July 1

Entries must be downloaded to betternewspapercontest.com/kabawards by 11:59PM July 1.

Station of the Year Award

in each competition group

ENTRY GUIDELINES

Eligibility: The KAB Awards for Excellence in Broadcasting is open to KAB Member Stations whose dues are paid in full. Entries must be locally produced by station staff, without the aid of an outside agency. A contract "voice" or client appearance is allowed. Syndicated or network materials may be used, but must play a secondary role in spot production and presentation. Entries must have aired on station entering between July 1 of last year and June 30 this year.

Awards: Judging is done by broadcasters from another state. A KAB First Place Award plaque will be given in each category of each division **unless**, in the **opinion of the judges**, **no award is deserved**. If there are deserving entries, second place and honorable mention will be awarded.

A Station of the Year Award will be given for each competition group. Station must air one local daily newscast to be eligible. One station will receive this award in each of these groups:

- A) Large Market Radio
- B) Medium Market Radio
- C) Small Market Radio

Winners of the Station of the Year Award will be determined by a point total based on a percentage of the total points available to that station:

6 points - First Place 2 points - Third Place 4 points - Second Place (ties go to most 1st places, then most 2nds)

Presentation: Awards will be presented during the October KAB Convention <u>but can be promoted the next day following release of the information in August.</u>

Judging: Judging will be by a panel of out of state broadcasters. Entries will be judged for excellence, creativity, believability and effectiveness. Criteria will include, as applicable, theme, phrasing, salesmanship, technical, opening and closing.

Entry Deadline: Entries must be <u>UPLOADED</u> to https://betternewspapercontest.com/kabawards2018 by 11:59PM July 1.

Instructions for this may be found at http://kab.net/kabawards/broadcastawards/default.aspx

Submit one check or phone in your credit card number for the total of your entry fees.

214 SW 6th St, Suite 300, Topeka KS 66603.

Entry Fees: \$20 per entry Large Market

\$15 per entry Medium Market \$15 per entry Small Market

Disqualification: Entries that do not follow all specifications or entered in wrong category will be disqualified. Entrants will not be notified of disqualification, nor will entry fees be refunded.

Stations may enter up to THREE ENTRIES in ALL categories except Special Program #13 (only 1). For categories #5 - Complete Newscast, #6 - Complete Sportscast, #11 - Sports Play-By-Play, and #14 - DJ Personality, ONLY ONE ENTRY per INDIVIDUAL, and up to three entries per station, (a person can be listed a second time if they are not the primary anchor). Stations simulcasting more than 50

percent of the time must consider themselves as one station for entry purposes.

Competition Groups:

- A) <u>Large Market</u> (Johnson, Sedgwick, Shawnee, Wyandotte Cos.)
- B) <u>Medium Market</u> (Barton, Butler, Cowley, Crawford, Douglas, Ellis, Finney, Ford, Geary, Harvey, Leavenworth, Lyon, McPherson, Montgomery, Reno, Riley, Saline, Sumner Cos.)
- C) **Small Market** (All other counties, with Census population under 25,000)

Category #	Category Name (RADIO)
A, B, C - 1	Commercial - sixty seconds or less
A, B, C - 2	Public Service Announcement
A, B, C - 3	Station Promotion Announcement
A, B, C - 4	Public Affairs Program - Program length from 5 to 60 minutes
A, B, C - 5	Complete Newscast - By local station; Maximum 15 minutes; No composite casts.
A, B, C - 6	Complete Sportscast - By local station; Maximum 15 minutes; No composite casts.
A, B, C – 7	Sports Feature
A, B, C - 8	Hard News Feature /Enterprise Coverage can include news series; maximum 15 minutes
A, B, C – 9	News Feature
A, B, C - 10	Spot News – Maximum 10 minutes
A, B, C -11	Sports Play-by-play - 6 minutes, one game/event in 3 separate segments of 2

minutes each. UNEDITED

- A, B, C-12 Complete Severe Weather Coverage Maximum 15 minutes. Entries must include storm coverage of a severe weather event. Coverage could include bulletins, storm analysis, law enforcement reports and eyewitness updates.
- A,B,C -13 Special Program is a program originated by the station outside a regular newscast it may be public affairs, entertainment, sports or cultural in nature. It may NOT be a paid program by an advertiser. Maximum 60 minutes. One per station.
- A, B, C -14 DJ Personality Aircheck Maximum 10 minutes. One show.
- A, B, C -15 Editorial/Commentary Maximum 5 minutes.
- A, B, C -16 Station Website Submit URL of station's home page. Judging will be based on content, innovation, visual appeal, ease of navigation, and interactivity that engages the audience.

Tony Jewell Community Service Award

Judging will be based on overall station effort of ONE Project which makes a difference in a local community - a one-day event or drive, or a year-long project. Stations should include one or both:

- A 300-word or less essay describing the effort can include photos; and/or
- A 15-minute or less audio or video that is representative of the station's efforts. It could include such things as public service announcements, news coverage, telethons, special coverage, etc.