



Official Call for Entries

North Carolina Association of Broadcasters
Annual Station Awards

Entry Deadline: April 18, 2014

North Carolina Association of Broadcasters Station Awards

The Awards

The North Carolina Association of Broadcasters Station Awards Program is sponsored annually by the NCAB to recognize outstanding achievement by North Carolina 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 North Carolina.

- Awards for Outstanding Achievement in Broadcasting will be presented during the Annual NCAB Summer Convention at the Washington Duke Inn in Durham, NC, June 23-24, 2014.
- The awards presentation will be held at the lunch on Tuesday, June 24, 2014.
- The top two winning stations or broadcasters must be present during the awards presentation at the 2014 NCAB Annual Convention.
- Only NCAB member radio and television stations are eligible to participate.
- Awards are based on projects first aired between January 1 and December 31, 2013.
- Awards judging will be conducted by the Maryland, DC, and Delaware Broadcasters Association.
- Different market sizes will be judged separately. All stations must use the enclosed entry form.
- There is a \$25 entry fee for each entry.

Radio Divisions

Radio Stations will be judged in three separate division for all categories.

- Large Market Division includes stations in Charlotte/Triad/Triangle.
- Medium Market Division consists of stations in Greenville, New Bern, Jacksonville, Fayetteville, Wilmington, Asheville.
- Non-Metro: Includes all other stations.

Television Divisions

Television stations will be judged in one division for all categories.

Questions? Contact Elizabeth Parker Harris at 919-821-7300 or eparker@ncbroadcast.com.

North Carolina Association of Broadcasters Station Awards

Rules & Regulations

Who can enter?

Competition is open only to member stations; however, non-member stations may qualify by joining the NCAB prior to entering.

Entry Aired When?

Entries must have aired anytime during the 2013 calendar year.

How do I submit radio?

Radio entries must be submitted on MP3 files or CDs, no reels. A separate one for each entry must be submitted. Entries will not be returned. Please mark tape with station call letters, category and entry title.

How do I submit television?

Television entries must be submitted on DVD format. A separate one for each entry must be submitted. Entries will not be returned. Please mark tape with station call letters and category.

Entry Form

Each entry must be accompanied by an official entry form (on page 5), which reflects the division, category, entry title, length, and station call letters.

Producing for others?

News organizations producing news for stations other than their own may enter in any eligible category, but may not enter more than one entry per category per news organization. In other words, if a television station produces news for another station it may only enter one time in the Outstanding Newscast category.

Type of award

A maximum of one winner per category, per division will be selected. Judges reserve the right to not give an award in a category or division.

Excerpt Needed

All winners must provide excerpts.
(see below)

Signature

The station General Manager must sign the certification on the entry form.

How will I be notified?

Following the decision of the judges, the NCAB office will notify the finalists.

Fee

Entry fees are \$25 per entry for all divisions and all categories. A check made payable to the NCAB must accompany the entries. One check for total amount may cover all entries.

Deadline for Entries

Entries must be postmarked no later than April 18, 2014.

Ship To:

North Carolina Association of Broadcasters
PO Box 627
Raleigh, NC 27602

Requirements for Winners

Who can win?

Once our judges have made their decisions, winners will be notified and the NCAB office will need the following depending on category of entry entered: an excerpt of the entry, the name of the individual who will accept the award at the convention, and the station logo.

Excerpts

The top 2 entries in the following categories will need to submit excerpts to be incorporated into the Awards presentation. Please note that these excerpts are separate from the recordings that are required for each submission. The below are only required from winning entries.

<u>Category</u>	<u>Maximum Length</u>
Newscast.....	News Open, not to exceed 0:35 length
Hard News or Breaking Story.....	Edited Excerpt, not to exceed 0:45 length
Sports Story or Series.....	Edited Excerpt, not to exceed 0:45 length
News Anchor.....	Edited Excerpt, not to exceed 0:45 length
Radio Station of the Year.....	Edited Excerpt, not to exceed 1:00 length
Radio Personality of the Year.....	Edited Excerpt, not to exceed 1:00 length

What is shown at the convention?

Only winning excerpts from the listed categories will be shown at the convention.

What if an excerpt is not sent?

If a winner does not furnish an excerpt, the entry will be disqualified.

Recipients

Recipient(s) name(s) needed in which categories? All winners in all categories will need to send NCAB the name of the individual who will accept the award at the convention.

Logo

Logo needed in which categories? All winners in all categories must send the NCAB a logo of their station. Please send your logo in high resolution as an email attachment (PDF, JPG, GIF, or TIF files only) to eparker@ncbroadcast and specify NCAB Station Awards in the subject line.

Broadcasting Award Categories

Limited entries are noted by category. Judges reserve the right to give no award in a category. Nationally syndicated shows that are produced and aired in North Carolina are eligible for any award category.

TV Awards

Outstanding Newscast

Maximum Entry Length: 20 minutes. Exceeding 20 minutes will not result in disqualification; however, judges will be instructed to stop the tape at 20 minutes and base their decision only upon that portion of the entry observed within the time limit.

Qualifications: This award is given to the NCAB member station which best exemplifies the highest standards of news broadcasting. Consideration will be given to the station's news presentation, coverage of specific stories, and coverage of community events as presented by the station's newscast.

Presentation: The tape presentation should be an unedited local newscast, which aired on your station during a regularly scheduled time period. No narrative or pre-produced presentation will be accepted. One entry per station.

Outstanding Hard News or Breaking Story

Maximum Entry Length: 10 minutes. Exceeding 10 minutes will not result in disqualification; however, judges will be instructed to stop the tape at 10 minutes and base their decisions only upon that portion of the entry observed within the time limit.

Qualifications: One story or more on a single subject or issue. This category is designed to judge the news department's enterprise ability; it is not designed to examine the immediate news happening typical of spot news.

Presentation: The tape presentation should only consist of segments or portions of local segments that actually aired. The entry can be an edited composite of actual reports presented in two or more programs or segmented series, but the length of the entry must not exceed the maximum length stated above. One entry per station.

Outstanding Sports Story or Series

Maximum Entry Length: 5 minutes. Exceeding 5 minutes will not result in disqualification; however, judges will be instructed to stop the tape at 5 minutes and base their decisions only upon that portion of the entry observed within the time limit.

Qualifications:

The objective of this award is to honor the best daily sportscast segment. Anchor and/or reporter delivery, writing, use of video, and overall on-air presentation will be judged.

Presentation: One complete (not to exceed 5 minutes) sportscast from a regularly scheduled newscast. Two entries per station.

Best News Anchor

Maximum Entry Length: 10 minutes. Exceeding 10 minutes will not result in disqualification; however, judges will be instructed to stop the tape at 10 minutes and base their decisions only upon that portion of the entry observed within the time limit.

Presentation: Each entry must be submitted on its own DVD. The DVD presentation should contain the entire single or series (no more than three) segments and should provide highlights that demonstrate the ability of the applicant. Two entries allowed per station.

Radio Awards

Radio Station of Year

One will be awarded for Large, Medium and Non-Metro
Entry Instructions: A 250 word maximum essay explaining why the station is deserving of the station of the year award. Submission should include:

- Highlights and achievements during 2013
- Innovative programming and revenue generation
- Audience involvement and promotion: how the station reaches and serves its audience
- Commitment to the community
- Special considerations or hurdles encountered and how they were overcome
- A 5 minute tape highlighting your station

Must include two testimonials or letters of support from station partners, sponsors and/or affiliates. One entry per station.

Radio Personality or Team of the Year

One will be awarded for Large, Medium and Non-Metro
Maximum Entry Length: 5 minutes. Exceeding 5 minutes will not result in disqualification; however, judges will be instructed to stop the tape at 5 minutes and base their decisions only upon that portion of the entry observed within the time limit.

Presentation: Each entry should consist of a compilation clip of 3-5 events highlighting the applicant. Criteria to be considered will include such things as writing, story approach, on-air presence and delivery. Two entries allowed per station.

Entries **MUST** be postmarked by
April 18, 2014

Entrant Information

Station call letters _____
Entry submitted by _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

Entry Details

Category _____
Entry title _____

Tape format: **TV:** DVD
 Radio: MP3 CD

Division (check only one)

Please note that if your entry is submitted in the wrong market, the entry will be disqualified (*see page 2*).

- Television
- Radio—Large Market
- Radio—Medium Market
- Radio—Non-Metro

Entry Fee

\$25 entry fee must accompany each entry. One check payable to NCAB may cover multiple entries from a single station.

Certification

I certify that this entry was broadcast on our station during 2013 and meets all guidelines for this award.

General Manager Signature _____
Print name _____
Date _____

Mail to:

NCAB
PO Box 627
Raleigh, NC 27602
Phone: 919-821-7300 • Fax: 919-834-8880
Questions? Contact Elizabeth Parker Harris at 919-821-7300 or eparker@ncbroadcast.com.