

Call for Entries - Official Entry Form

We encourage members to upload their entries online at www.nmba.org. However, if stations prefer to enter by mail, please complete this entry form and submit each entry on DVD or CD. All applicable fields on this form must be completed. Feel free to **photocopy this form for multiple entries**. Please submit each entry separately. All entry material must be received at the NMBA offices by 5pm on Friday, April 14, 2017.

COMPETITION CATEGORY: SMALL MARKET RADIO

TITLE OF YOUR ENTRY: Website www.silvercityradio.com (See attached 200 word or less documentation)

NAME AND TITLE OF THOSE STATION EMPLOYEES WHO PRODUCED THE ENTRY: _____

Sabrina Pack-Manager; Ted Tucker-Owner; Anna Yniguez-Team Member

STATION MARKET SIZE (circle one division; see descriptions above) SMALL RADIO

RADIO -1

RADIO-2

RADIO -3

RADIO -4

TV

SUBMITTED BY (Station Call Letters or Affiliate Name): Silver City Radio-SkyWest Media, LLC

STREET ADDRESS: PO Box 2577

CITY: Silver City STATE NM ZIP 88062 PHONE: 575-538-3396

CONTACT NAME: Sabrina Pack

EMAIL ADDRESS: Sabrina@silvercityradio.com

Note: Please submit ONE CHECK FOR ALL ENTRIES. Each entry is \$30. Stations may request an invoice from the NMBA for the entire amount of their entries. Shipping charges must be prepaid on all entries. Shipments with postage due will not be accepted.



RE: 200 word written description for NMBA Call for Entries

Website-Silver City Radio/SkyWest Media www.silvercityradio.com

Focus: Local News and Community Connection

The SilverCityRadio.com website focuses on community news and happenings, bringing together a comprehensive *picture* of what is happening in the coverage area of Silver City Radio. There was a need determined in the communities that Silver City Radio serves that there needed to be one place where residents could find out about the latest “local” news, community events, emergency notices, school closures, local road conditions, community safety alerts, and even have a place where lost and found pets could be reunited with their owners. This website is not about the latest music news, but rather fills a very important small local market need to connect people with local news and local happenings. The website was designed in-house and completely managed in-house by the Silver City Radio/SkyWest Media team. The website also features two community cameras that the Silver City Radio has helped make possible. These community cameras help to promote the region for tourism and have become vital to helping with this endeavor. Links are provided to these cams on the Silver City Radio site. Also, during sports seasons, when Silver City Radio covers the Western New Mexico University football and basketball games, links are made available to a sister site where coverage and sports news are available.