

Call for Entries!

Deadline April 20, 2012

NEW MEXICO BROADCASTERS ASSOCIATION

2012

EXCELLENCE IN BROADCASTING AWARDS



General Rules

Any staff member -- full, part-time or student intern -- of a broadcast station that is an Associated Press or NMBA member is eligible to submit entries.

Stations may choose to participate in the division based on their market size or the next higher division. (See division descriptions below.) Stations are **not** eligible to compete in lower divisions. Stations must compete in only one division.

All entries must have been broadcast in the previous calendar year between Jan. 1 and Dec. 31.

Each entry must have been broadcast on a member station of either the NMBA or AP or both and broadcast from a station within the state of New Mexico.

Entries are limited to three per category (unless otherwise noted) and must be submitted as originally broadcast.

All entries must be accompanied by an official entry form and entry fee. Stations may submit one check to cover all of that station's entries. The fee per entry for \$30.

Divisions

Television Markets:

Division 1 - all television stations

Radio Markets:

Division 1 - Metro Market
Albuquerque

Division 2 - 40,000-75,000
Las Cruces, Santa Fe, Roswell, Farmington

Division 3 - 20,000-40,000
Alamogordo, Clovis, Hobbs, Carlsbad,
Gallup, Espanola

Division 4 - 10,000-20,000
Los Alamos, Las Vegas, Deming, Portales,
Artesia, Silver City

Division 5 - 1-10,000
Lovington, Socorro, Grants, Ruidoso,
Truth or Consequences, Raton, Belen,
Tucumcari, Taos, Santa Rosa, Clayton,
Questa, Chama, Magdalena

Television Categories - Continued

from the regularly scheduled newscast on November 29, 2011. Judging is based on clear presentation of facts, thoroughness, and delivery/communication skills and interest of stories presented.

Weathercaster This award is for individual achievement. The date of November 29, 2011 was chosen as the date your station will submit for this category. This entry should be a weathercast from the regularly scheduled newscast on November 29, 2011. Judging is based on clear presentation of facts, thoroughness, and delivery/communication skills and effective use of available technology.

Videography/Photography This award is for individual achievement. Judging criteria will include overall aesthetic quality, editing, and creativity in visual storytelling. Entry should include up to 5 segments on different subjects.

News Reporter This award is for individual achievement. Judging criteria will include demonstration of an overall excellence in television news reporting, overall presentation, creativity, accuracy, fairness and clarity. Each entry should include 2 package reports, a live report or set report.

Expanded Sports Show A sports show of expanded sports reports and scores. Judging is based on clear presentation of facts, thoroughness, and delivery/communication skills and interest of stories presented. Submit entire show without commercials.

Public Service Campaign Any campaign that serves the public interest. The campaign must include at least 3 of the following elements: PSAs, public affairs programming, promotional announcements, editorial coverage, special programming coverage, story coverage during a regularly scheduled newscast, or station sponsorship. Entry should include a written description of the campaign, the elements used and the scope of the campaign; video of the above elements; and collateral produced supporting the station's involvement.

Station Promotional Announcement Single promotional or a series of promotional announcements.

Website Judging criteria will include journalistic content, innovation, visual design, interactivity and functionality. A website must include timely news stories generated by the station in addition to those provided by wire services or networks. Submit the URL of your website. Judges will view your site.

Station of the Year

A Station of the Year will be awarded in each of the six markets:

Division 1 (radio), Division 2 (radio), Division 3 (radio), Division 4 (radio), Division 5 (radio), and Division 1 (television). Station of the Year is determined by the most number of winning entries.

If necessary, tie breakers will determine the winner. The tie breaker category for television is the Evening Newscast. The tie breaker category for radio is the Public Service Campaign.

No separate entry is needed to compete for this award.

The NMBA awards are open to any member of the New Mexico Broadcasters Association.

The 2012

Excellence in Broadcasting

Awards program is

sponsored by the

New Mexico

Broadcasters Association

to recognize outstanding

achievement in radio and

television broadcasting.

This competition was

established to encourage

the highest standards of

reporting, community

service and

production creativity.

The NMBA Excellence

in Broadcasting Awards

supports over 200

broadcast stations and

nearly 2000 broadcast

professionals across the

state.

Radio Categories

DJ Personality Aircheck This award is based on individual achievement. Criteria includes: entertainment value, creativity, production value, presentation and impact. Radio Show member(s) must be employed by the station entering the category (no syndicated programs). A maximum of 10 minutes from one show without commercials.

Entertainment Show This award is based on achievement in entertainment, excluding sports coverage or talk format. Examples might be morning show, drivetime entertainment beyond music programming. Entries should include no more than three 5-minute segments without commercials.

Breaking News News coverage of an unscheduled event for which no planning or preparation was possible. Entry may be a live special report or a report aired during a regularly scheduled newscast within 24 hours of the breaking news. The criteria are the manner in which the news organization responded, presentation of facts, delivery, and any hard news elements that may have been uncovered.

General News A single story or series of reports covering a non-breaking news event.

Feature News A single story or series of reports covering human interest or other news topics not considered spot or general news stories. Judging criteria will include creative presentation as well as writing, editing and storytelling.

Continuing Coverage Continuing coverage of a single ongoing breaking news or general news story. Each entry compiling the coverage shall be edited onto a single tape not to exceed 20 minutes. Each entry shall include a written synopsis of the continuing coverage not to exceed 200 words.

Newscaster This award is based on individual achievement. Entry should contain 2 complete newscasts from different days without commercials and be engaging, comprehensive and accurate, explaining stories in a unique, complete and interesting manner.

Complete Newscast Station Stations may choose from any of their regularly scheduled newscasts from any day during the previous calendar year. The criteria are presentation, production values, interest of stories presented, and overall impact of the newscast. Submit entire newscast without commercial breaks.

Single Topic Event News Coverage Aired within a regular newscast or outside a regular newscast as a special news report. The criteria are the manner in which the news organization responded, presentation of facts, delivery, follow-up and any hard news elements that may have been uncovered.

Sports Talk Show A talk show format dedicated to sports coverage that aired during the last calendar year. Entries should include no more than three 5-minute segments without commercials.

Non- Sports Talk Show A talk format show - excluding sports coverage - that aired during the last calendar year. Entries should include no more than three 5-minute segments without commercials.

Sports Play by Play Play-by-play coverage of a single sports event. Submit 6 minutes of unedited play-by-play material.

Public Service Announcement Single PSA or a series of PSAs. Judging criteria is based on a single subject.

Public Service Campaign This award seeks to identify an action or series of actions by a station that results in a positive impact on one's community. The campaign must include at least 3 of the following elements: PSAs, public affairs programming, promotional announcements, editorial coverage, special programming coverage, story coverage

during a regularly scheduled newscast, station sponsorship. Entry should include a written description of the campaign, the elements used and the scope of the campaign; a sample of any audio of the above elements; and collateral produced supporting the station's involvement.

Station Promotional Announcement Single promotional or series of promotional announcements. The criteria are creativity and production values.

Website Judging criteria will include graphic design, content and overall presentation. Judging criteria will include content, innovation, visual design, interactivity and functionality. A web site must be generated by station personnel. Submit the URL of your website.

:30 Commercial Must have been written, produced and voiced by station personnel.

:60 Commercial Must have been written, produced and voiced by station personnel.

Television Categories

General News Coverage Coverage of a significant news event or issue during a regularly scheduled newscast.

Breaking News A single report of a breaking news event. Entry may be a live special report or a report aired during a regularly scheduled newscast within 24 hours of the breaking news. The criteria are the manner in which the news organization responded, presentation of facts, delivery, and any hard news elements that may have been uncovered.

News Feature Story This award is for individual achievement covering a single feature story that aired during a regularly scheduled newscast as relief or contrast to serious reporting. Judging criteria will include creative presentation as well as writing, editing, photography and visual storytelling.

Local Programming This award is refers to programming that is created and aired by a member station or independent television producer and has been aired within the station's market. Local programs can encompass subjects or people of particular interest to an audience within the station's coverage area.

Investigative Reporting This award is for individual achievement. Judging criteria will include demonstration of extensive research, original investigation, balance, clarity, overall presentation and community importance. Submit up to 5 segments on different subjects.

Continuing Coverage Continuing coverage of a single ongoing breaking news or general news story. Each entry compiling the coverage shall be edited onto a single tape not to exceed 30 minutes. Each entry shall include a written synopsis of the continuing coverage not to exceed 200 words.

Newscast Morning The date of November 29, 2011 was chosen as the date your station will submit for consideration for this category. Judging criteria are presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the newscast and delivery. Submit entire newscast with commercial breaks edited out. SUBMIT 1 ENTRY PER STATION

Newscast Evening Any regularly scheduled evening newscast, including 4pm, 5pm, 5:30pm, 6pm, 6:30pm, 9pm, or 10pm broadcast on November 29, 2011 for consideration for this category. Judging criteria are presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the newscast and delivery. Submit entire newscast with commercial breaks edited out. SUBMIT 1 ENTRY PER STATION

Sportscaster This award is for individual achievement. The date of November 29, 2011 was chosen as the date your station will submit for this category. This entry should be a sportscast

2012 Call for Entries - Official Entry Form

PLEASE PRINT LEGIBLY OR TYPE THIS ENTRY FORM. Read all rules and regulations carefully before completing the entry form or preparing entries. All applicable fields on this form must be completed. Please do not redesign this entry form. However, feel free to **photocopy this form for multiple entries.**

Attach entry form to the CD or DVD containing your entry and submit each entry separately.

Please submit ONE CHECK FOR ALL ENTRIES. Stations may request an invoice from the NMBA for the entire amount of their entries. All entry material must be received at the NMBA offices by 5pm on Friday, April 20, 2012.

COMPETITION CATEGORY: _____

TITLE OF YOUR ENTRY: _____

NAME AND TITLE OF THOSE STATION EMPLOYEES WHO PRODUCED THE

ENTRY: _____

STATION MARKET SIZE (see definitions on other side of form)

DIVISION 1 RADIO DIVISION 2 RADIO DIVISION 3 RADIO

DIVISION 4 RADIO DIVISION 5 RADIO DIVISION TV

SUBMITTED BY (Station Call Letters): _____

STREET ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: _____ CONTACT NAME: _____

EMAIL ADDRESS: _____

WEBSITE URL: _____

Note: Shipping charges must be prepaid on all entries. Shipments with postage due will not be accepted.

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