

GENERAL RULES

New Mexico is comprised of a single DMA which includes most of the entire state. NMBA Television awards are open to any FCC-licensed television station in the state. Spanish-language stations are encouraged to compete in all television categories

Each entry must have been broadcast on a current member station and broadcast within the state of New Mexico. TV entries must have been broadcast within the past calendar year.

Station entries must be submitted as originally broadcast (unless otherwise noted).

All entries must be uploaded on the official NMBA awards website. All entry fees must be paid prior to announcing the winners. Stations may submit one check for all of that station's entries. The fee per entry for \$50.

*This year's "news day" for Morning and Evening Newscasts is November 12, 2025.

GET STARTED!

The NMBA uses RockOurAwards.com to streamline the upload process. For returning stations, simply visit rockourawards.com, login using your previously created username/password and start uploading.

If you're new to NMBA awards submission, visit rockourawards.com, click the "Register" button and follow the instructions.

If you have any questions, please contact the NMBA at (505) 881-4444.

ENTRY DEADLINE: FRIDAY, MAY 1, 2026

Visit
RockOurAwards.com
to upload your
entries today!

How to upload your awards:

Be sure to be prepared by having your entries organized before you start. Here's what you'll need to know:

- » the name of the category
- » the call letters of the radio station
- » the title of the entry
- » the names of the people who should be recognized for this award*
- » the URL to your entry.

*THIS IS IMPORTANT - Names and spelling will be on the actual award, so be sure you've got everybody... and spelled correctly.



NEWS TEAM COVERAGE

Morning Newscast: Any regularly scheduled morning newscast that was broadcast on the designated "news day"** may be considered for this category. Judging criteria are presentation of facts, thoroughness, production values, and overall impact of the newscast and delivery. Submit entire newscast without commercial breaks. ONE ENTRY PER STATION **

Evening Newscast: Any regularly scheduled evening newscast that was broadcast on the designated "news day"** may be considered for this category. Judging criteria are presentation of facts, thoroughness, production values, and overall impact of the newscast and delivery. Submit entire newscast without commercial breaks. ONE ENTRY PER STATION

Breaking News: Entry should be a single report of a breaking news including live special report or a report aired during a regularly scheduled newscast within 24 hours of the breaking news. Judging criteria include news organization's responds, presentation of facts, delivery and any hard news elements that may have been uncovered.

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

Education Programming: This category represents a compilation of stories that reflects a commitment to informing the community about education issues. Judging criteria includes the depth of coverage, compelling storytelling and impact on the community.

Community Issue Programming: A single story or a series of stories on a social concern that reflects a commitment to informing the public regarding issues in the community. Judging criteria includes the depth of coverage, compelling storytelling and impact on the community.

Election Coverage (Only during election years): A compilation of a station's election coverage. A sense of the campaign, the candidates and the issues should be shown through day-to-day news coverage and/or special programming such as debate coverage, town hall meetings, and other methods which allowed citizens to become better informed voters. Criteria include presentation of facts, delivery and breadth of coverage. Maximum entry length 20 minutes.

Legislature Coverage: A compilation of a station's coverage of the state legislative session. Issues should be shown through day-to-day news coverage and special coverage. Criteria include presentation of facts, delivery and breadth of coverage. Maximum entry length 10 minutes.

Investigative Story: A single story that demonstrates depth of research, original investigation, balance, clarity, overall presentation and community significance. Submit a single story.

INDIVIDUAL AWARDS

These awards are for individual achievement.

News Reporter: Judging criteria includes demonstration of an overall excellence in television news reporting, overall presentation, creativity, accuracy, fairness and clarity. Each entry should include two package reports, a live report or set report.

Photographer/Videographer: Judging criteria includes overall aesthetic quality, editing, and creativity in visual storytelling. Entry should include up to five segments on different subjects.

Sports Reporter/Anchor: Judging criteria includes demonstration of an overall excellence in television sports reporting, overall presentation, creativity, accuracy, fairness and clarity. Each entry should include two package reports, a live report or set report.

Weathercaster: Judging criteria includes demonstration of an overall excellence in television weathercasting, including overall presentation, creativity, accuracy and clarity. Judging is based on clear presentation of facts, thoroughness, and delivery and communication skills and effective use of available technology.

Multimedia Journalist (MMJ): Judging criteria includes the individual's skill in shooting, editing and reporting the story. Each entry should include two story packets.

News Story: This award is for achievement in covering a single story that aired during a regularly scheduled newscast as coverage of a significant news event or issue. Judging criteria includes creative presentation as well as writing, editing, photography and visual storytelling.

Feature Story: This award is for achievement in 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.

Investigative Reporter: Judging criteria includes demonstration of extensive research, original investigation, balance, clarity, overall presentation and community importance. Submit up to five segments on different subjects to demonstrate the reporter's body of work.

PROGRAMMING

Expanded Sports Show or Sportscast: A sports show of expanded sports reports and scores. Judging is based on clear presentation of facts, thoroughness, and delivery and communication skills and interest of stories presented. Submit entries without commercial breaks.

Local Programming: A series of reports as a special program or a single documentary. The criteria include significance, resourcefulness, comprehensiveness, thoroughness of research and production values.

Station Promotional Announcement: Single promotional or a series of promotional announcements. Judging criteria include production value and creativity.

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

Social Media/Digital Report: Coverage of a news event or issue produced specifically for digital release. Piece MUST have originally aired on a digital or social media platform. Additional criteria include clarity, balance, significance and production value.

Public Service Campaign: Any campaign that serves the public interest. The campaign must include at least three 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.

Public Service Programming: This category represents regularly scheduled programming that reflects excellence in quality, rather than popularity or commercial success. Judging criteria includes the significance to the public of the subject matter, the scope of the program and the achievement of the standards supporting the station's involvement.

STATION OF THE YEAR

Station of the Year is awarded to the single station that has the most winning entries. If there is a tie, the tie-breaker will go to the station that wins Public Service Campaign.