

# RADIO DIVISIONS

Cities that are within 20 miles of one another are considered one market and the larger of the city sizes will determine the division.

**Metro Radio:** Albuquerque

**Large Market Radio:** Farmington, Las Cruces, Roswell, Santa Fe

**Medium Radio:** Alamogordo, Carlsbad, Clovis/Portales, Gallup, Hobbs

**Small Radio:** Artesia, Belen, Chama, Clayton, Deming, Espanola, Grants, Las Vegas, Los Alamos, Lovington, Magdalena, Questa, Raton, Ruidoso, Santa Rosa, Silver City, Socorro, Taos, T or C, Tucumcari

## GENERAL RULES

Any staff member -- full, part-time or student intern -- of a broadcast station that is an 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 across all entries.

Radio entries must have been broadcast within the past 12 months, ending March 31 of the current year. Each entry must have been broadcast on a station that is a current member of the NMBA and broadcast within the state of New Mexico.

Individual achievement awards may not be awarded to the same individual in different divisions. (i.e., DJ Personality cannot be awarded to the same person in Division 1 and Division 2)

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.

**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 AWARDS

**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.

**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 for individual achievement. Entry should contain two 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.

**Sports Play by Play:** This award is based on individual achievement. Play-by-play coverage of a single sports event. Submit six minutes of unedited play-by-play material.

## CREATIVE AWARDS

**DJ Personality Aircheck:** This award is based on individual achievement. Criteria includes: entertainment value, creativity, production value, presentation and impact. On air host must be employed by the station entering the category (no syndicated programs). A maximum of 10 minutes without commercials.

**Morning Show:** This award is based on achievement in entertainment during the standard morning daypart. Entries should include no more than three five-minute segments without commercials that demonstrate excellence in DJ personality, creativity, production and impact.

**Specialty Show:** This category is open to on air shows with one or more individuals. Entries are judged on content, audience engagement, pacing and energy and inclusion of elements that keep listeners listening longer. Entries should include no more than three five-minute segments without commercials.

**Talk Show or Interview :** This category is open to talk shows or interviews with one or more individuals on a single topic. Entries are judged on both end product of the interview and the skill of the interviewer. Entries should include no more than three five-minute segments without commercials.

**Sports Show or Interview:** This category is open to sports shows or interviews with one or more individuals on a single topic. Entries are judged on both end product of the interview and the skill of the interviewer. Entries should include no more than three five-minute segments without commercials.

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

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

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

**Website:** Websites must be generated by station personnel. Judging criteria includes original design, content, innovation, visual design, interactivity and functionality. Submit site URL.

## COMMUNITY AWARDS

**Public Service Announcement :** Single PSA or a series of PSAs on the same subject. Judging criteria is based on a single subject and include creativity, clarity and depth of subject.

**Public Service Campaign:** This award seeks to identify action by a station that results in a positive impact on the community. The campaign must include at least three of the following elements: PSAs, public affairs programming, promotional announcements, editorial coverage, special programming coverage, news coverage and/or station sponsorship. Entry should include a 200-word or less written description of the campaign, the elements used and the scope of the campaign, and a sample of any audio of the above elements.

**Social Media Integration:** This award honors the most effective integration across social and traditional media channels. In 200 words or less, entry should describe how broadcast content was modified and enhanced for social platforms, and how the cross-platform approach worked to create a unifying message and succeeded in meeting its goals.

## 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.

## GET STARTED!

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

If you're new to NMBA awards submission, visit [rockourawards.com](http://rockourawards.com), click the "Register" button and follow the instructions.

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