



Awards of Excellence for 2010

(Sponsored by The Nebraska Army National Guard and the Robert H. Storz Foundation)

This awards program was established by the Nebraska Broadcasters Association in 1958 to recognize and encourage for excellence in broadcasting and service to the community by Nebraska radio and television stations.

Categories

(You may enter one or all. Separate contest for radio and television.)

1. SERVICE TO COMMUNITY (*Limit 10 entries max/station*)

Any public service program or program series developed to benefit the station's local listening or viewing audience.

and/or

Any public service announcement or series of announcements devoted to serving the station's community.

and/or

Any non-broadcast service project or program, including outreach *activities* designed to benefit the station's community.

2. SERVICE TO CHILDREN (*Limit 10 entries max/station*)

Any program or program series developed to serve the education and informational needs of children ages 16 or under.

and/or

Any public service announcement , series of announcements or short subjects for the benefit of children in the local listening or viewing audience.

and/or

Any non-broadcast service project or program including community outreach activities designed to further the positive development of children.

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION (*Limit 10 entries max/station*)

Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of any classification above.

4. SERVICE TO AGRICULTURE (*Limit 10 entries max/station*)

Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of agriculture.

5. BROADCAST NEWS AWARDS OF EXCELLENCE

A. Best spot news reporting

B. Best in-depth or investigative story or series.

C. Best Newscast. (Length of edited newscast not to exceed 12 minutes, and only one newscast selected during the week of May 10- May 14, 2010 can be submitted. Stations are encouraged to tape each newscast that week, and then will be contacted via email on Monday, May 17, as to what specific DAY, they must submit from that prior week. This change was made to allow stations to archive their programs as we are announcing the week of taping in advance. This is done in this manner to try to prevent stations from “hypoing” their entry.

6. BROADCAST SPORTS AWARDS OF EXCELLENCE

A. Best play-by-play/on the scene sports reporting. (Please limit play by play to one game per entry.) No “Best of” “or Telescoping” allowed.

B. Best in-depth story of series.

C. Best sportscast. (Length of edited sportscast not to exceed 12 minutes, and only one sportscast selected during the week of May 10- May 14 2010 can be submitted. Stations are encouraged to tape each sportscast that week, and then will be contacted on Monday, May 17, as to what specific DAY, they must submit from that prior week. This change was made to allow stations to archive their programs as we are announcing the week of taping in advance this year. This is being done in this manner to try to prevent stations from “hypoing” their entry.

7. COMMERCIAL (*limit: 20 entries max./station*)

- A. Best Commercial spot announcement or campaign for a client 60 seconds in length. (Announcement must be written, produced and edited by station.)
- B. Best Commercial spot announcement or campaign for a client 30 seconds in length or under. (Announcement must be written, produced and edited by station.)

8. PROMOTIONAL BEST (*Limit 20 entries max/station*)

Best promotional spot announcement or campaign for a client, any length. (Announcement must be written, produced and edited by station.)

(Announcement to promote a person, program or event for a station.)

9. BEST WEBSITE

Stations should submit the URL of the website’s HOME PAGE. Content may be supplemented by wire services or networks, but the website should provide timely news and information that is primarily generated by the station. Entries will be judged on content, writing, innovation, use of audio and video, effective use of blogs, visual design, functionality and interactivity. Include the website URL on the entry form!

Rules

1. ONLY LOCALLY PRODUCED COMMERCIAL OR PROMOTIONAL ANNOUNCEMENTS, PROGRAMS OR PROGRAM SERIES CREATED BY LOCAL ADVERTISING AGENCIES OR LOCAL NBA MEMBER RADIO OR TELEVISION STATIONS OR ASSOCIATE MEMBERS ARE ELIGIBLE (AND SUCH ENTRIES **MUST** HAVE BEEN AIRED ON A MEMBER RADIO OR TELEVISION STATION IN GOOD STANDING CREATED BY A EMPLOYEE OF SAID MEMBER STATION).
2. Any locally produced commercial or promotional announcement, PSA, program series or community service project described in the award categories that initially aired between May 1, 2009 and April 30, 2010 qualify for entry. (Do not submit entries that were produced and/or aired prior to May 1, 2009. Any entries found to have aired prior to this date will be disqualified and if having subsequently won an award, will be disqualified and award rescinded).
3. Programs and/or segments must be submitted in their entirety as they actually appeared over the air, excluding commercials, and **NOT** otherwise edited; (video and audio tapes are limited to 30 minutes). This means that you may not enter a highlighted, edited version of any program, whether sports or news or in any other program.
4. All entries must include an audio and video example. Radio entries must be submitted on CD. Video entries must be on DVD, with no color bars and not more than five seconds of black before each segment.
5. The same entry may not be submitted in more than one category.
6. Only entries that have aired on over-the-air member broadcast stations are eligible. Entries that appeared solely on a website are **NOT** eligible.

IMPORTANT:

Stations may submit any number of entries, but each submission must be sent on a separate CD or DVD. **However.**

- ***In the commercial category, if you submit multiple entries, please submit them on one CD or DVD!***
- ***In the promotional category, if you submit multiple entries, please submit them on one CD or DVD!***
- ***In the news category 5A, if you submit multiple entries, please submit them on one DVD or CD. In news category 5B, if you submit multiple entries, please submit them on one CD or DVD!***

Please remember to send individual forms for each entry.

Each entry must be **CLEARLY LABELED WITH THE PROGRAM TITLE, LENGTH, AIRDATE, AND CATEGORY NUMBER ON THE DVD or CD or the ENTRY WILL BE DISQUALIFIED.**

*Entries **must** be received in the NBA office **by 5:00 p.m., May 28, 2010. NO EXCEPTIONS FOR ANY REASON!** If you are relying on the postal service to deliver your entry by this time, you are taking a risk. This means that entries must be **RECEIVED** by the above date/time.

If there are questions, call the NBA office (402) 778-5178

Send entries to:

Nebraska Broadcasters Association
12020 Shamrock Plaza
Suite 200
Omaha, NE 68154

Miscellaneous Information

Fees: (must accompany entries)

<u>1-4 entries</u>	<u>\$35 per entry (1 entry \$35, 2 entries \$70)</u> <u>3, entries \$105, 4 entries \$140)</u>
<u>5-9 entries</u>	<u>\$150, total</u>
<u>10 or more entries</u>	<u>\$250, total</u>

Judging will be by a panel of broadcasters from another state. The number of awards actually given will be at the judges' discretion. All awards are given for excellence. If no entry qualifies in a category, no award will be given.

Awards will be presented at the NBA Convention in Lincoln on August 12, along with a videotaped presentation of winning entries. Awards in each category may include:

GOLD First place plaque and special financial award of **\$150** will be donated by the Nebraska Broadcasters Association Foundation in the name of the station of one winner from each category.

PLEASE NOTE:

- All entries will be given to the Nebraska Historical Society in Lincoln, and as a result, no entries will be returned.
- Entry fees will be donated to the Nebraska Broadcasters Association Foundation.

Thank you for entering.

FOR MORE INFORMATION, CALL THE NBA OFFICE
(402) 778-5178