

# 2022 BROADCAST EXCELLENCE AWARDS

Entries that exceed time limits, or written comment word count limits, may be disqualified at the discretion of the judges.

## ELIGIBILITY

Production and broadcast must have occurred between January 1, 2022 and December 31, 2022.

## DEADLINE

Entries must be submitted online **by 12:00 p.m. (noon) on Thursday, February 9, 2023**

## Public Radio

**Entries, including those with multiple clips, may not exceed sixty (60) minutes in total length unless otherwise specified.** Please respect the time limits for each category. Judges will be asked to stop listening to entries at the time limit.

### 1. COMMUNITY INVOLVEMENT

May be any public service announcement locally produced by the station, a public service activity coordinated by the station or any form of gratis community outreach which is a public service of the station to serve its local community. Submit file and any substantiating material. Entry must include an explanation of events.

**Judging Criteria:** Production, creativity, and community impact.

### 2. FEATURE/USE OF MEDIUM

A single report which may have aired in a newscast as relief or contrast to serious reporting or a long form program.

**Judging Criteria:** Human interest, subject portrayal, creative writing, entertainment value, effective use of audio, video, and editing medium.

### 3. HARD NEWS & CURRENT EVENTS STORY

Coverage of a significant event affecting the community. May be an investigative or enterprise story.

**Judging Criteria:** Significance, preservation of facts, thoroughness and delivery.

### 4. MARKETING MATERIALS & PROMOS

Promotion of your station or a promotional announcement for a program your station produces and airs. Must be written, produced, and aired on your station. May be single announcement or series.

**Judging Criteria:** Creativity, effectiveness, and, production.

### 5. MEMBERSHIP APPEAL

A live or pre-produced pitch or spot which is engaging and moves listeners to action.

**Judging Criteria:** Should be unique, entertaining, and creative.

### 6. MINI-DOCUMENTARY OR SERIES

Series of reports on a single topic which may be included in a regularly scheduled newscast.

**Judging Criteria:** Significance, resourcefulness, comprehensive, thoroughness of research, and production values.

### 7. MUSICAL PROGRAMMING

Best locally originated, regularly produced musical programming.

**Judging Criteria:** Presentation, entertainment value, creativity, and enrichment.

### 8. NEWSCAST

Best locally originated newscast.

**Judging Criteria:** Presentation, production values, interest of stories presented, and overall impact of the newscast.

### 9. NEWS SPECIAL OR PUBLIC AFFAIRS PROGRAM

A single, self-contained report or program which aired separately from a regularly scheduled news program and is at least thirty (30) minutes in length.

**Judging Criteria:** Significance, resourcefulness, comprehensiveness, thoroughness of research, and production values.

## 10. SPECIAL INTEREST & CULTURAL PROGRAMMING

Public affairs program featuring issues of interest to Michigan citizens of all ages (may be children's programming, recreation, sports, special performances, parades, concerts, etc.) at local and state levels.

**Judging Criteria:** Locally produced, presentation, production, and comprehensiveness.

## 11. STATION EXCELLENCE

A 1,000-word maximum essay explaining why the station is deserving of the overall Station of the Year title. Must include at least three (3) testimonials or letters of support from station partners, sponsors and/or affiliates. A station **MUST** enter this category to be considered for station of the year.

## 12. USE OF NEW MEDIA

Stations should showcase their use of new media in single or multiple projects. Entries should include one or more of the following: use of the Internet and/or web, social media, tablets, cell phones, mobile apps, podcasts, or other forms of new media. Entries must include an audio and/or visual presentation and a short explanation (500 words or less).

**Judging Criteria:** Innovation, creativity, and journalistic excellence.

## Public Radio Station Of The Year

Only those public radio stations who enter the Station Excellence category are eligible for Station of the Year. Station of the Year will be based on the total cumulative points for ALL awards won, with weighted points in the Station Excellence Category. The winners of both the Best and the Merit award in the Station Excellence category will receive an additional 60 points to be counted toward Station of the Year.

### Tie Breaker

In the event of a tie for both commercial and public stations, the station with the most Best awards will be awarded Station of the Year. If a tie remains, the station who placed Best in the Community Involvement category will be awarded Station of the Year.

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