

# 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 Television

**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

A compilation clip with 3-5 events. 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. Entry must include a maximum 200-word explanation of events. Stations may include video/audio reel summarizing events that is **no longer than five (5) minutes in length.** One entry will be allowed per station.

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

### 2. CONTINUING COVERAGE [NEW!]

Coverage of current events over an extended number of reports. Entries should include an **up to thirty (30) minute composite** of your best coverage of a continuing current event. The entry may include a maximum 200-word explanation of coverage.

**Judging Criteria:** Presentation of facts, thoroughness, story advancement, significance, and delivery.

### 3. CULTURAL & PERFORMING ARTS

A single program or series primarily featuring performances. May include no more than three (3) excerpts from a series.

**Judging Criteria:** Subject portrayal, entertainment value, and effective use of audio, video, and editing medium.

### 4. CULTURAL PROGRAMMING

A cultural documentary or series that presents the arts or cultures of a community.

**Judging Criteria:** Enrichment, thoroughness, production, and presentation.

### 5. INDEPENDENT PRODUCER

May only be entered by a Public Television Station. An independently produced program or series that must have aired on the sponsoring public station.

**Judging Criteria:** Presentation, production, thoroughness, and enrichment.

### 6. MARKETING MATERIALS & PROMOTIONS [UPDATED!]

Promotion of your station or a promotional announcement for a program your station produces. Must be written, produced by your station. May be single announcement, series, or digital campaign.

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

### 7. MEMBERSHIP APPEAL [UPDATED!]

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

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

### 8. 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.

### 9. NEWS OR PUBLIC AFFAIRS SPECIAL

Best locally originated news or public affairs program or series.

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

### 10. NEWS SPECIAL OR DOCUMENTARY

A single, self-contained report or program which is at least thirty (30) minutes in length.

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

### 11. SPECIAL INTEREST

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

**Judging Criteria:** Presentation, production, comprehensiveness, and enrichment.

### 12. SPORTS, OUTDOOR OR RECREATION

Best locally originated outdoor or recreation program, series, or live sports coverage.

**Judging Criteria:** Presentation, production values, and interest of stories presented.

### 13. STATION EXCELLENCE

A 1,000-word maximum essay explaining why the station is deserving of the overall Station of the Year award. 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.

### 14. USE OF MULTI-PLATFORM MEDIA, SHORT FORM [NEW!]

Stations should showcase their use of short form digital media content. Content placement examples include, but are not limited to, Reels, Instagram posts, and Tik-Toks. Compile content into a single video up to ten (10) minutes in length. Entry content must have been published on a digital platform.

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

### 15. USE OF MULTI-PLATFORM MEDIA, LONG FORM [NEW!]

Stations should showcase their use of long form digital media content. Content placement examples include podcasts and online-specific programming. Compile content into a single video more than ten (10) minutes in length. Entry content must have been published on a digital platform.

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

## Public Television Station Of The Year

Only those public television 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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