



# BROADCAST EXCELLENCE AWARDS

## 2025 CALL FOR ENTRIES

Begin Entering: November 17, 2025

Contest Deadline: January 29, 2026

Winners/Finalists Posted: March 2026

Broadcast Excellence Awards Gala: May 16, 2026





The Broadcast Excellence Awards are your chance to shine! Each year, Michigan's radio and television stations go head-to-head to showcase the very best in local broadcasting. From powerful news coverage and creative production to community service, sports, and public affairs, this competition highlights the incredible talent, innovation, and dedication that keep our industry thriving. Winning a Broadcast Excellence Award is more than a trophy, it's recognition of the vital role broadcasters play in informing, entertaining, and connecting communities across Michigan.







# IMPORTANT INFO



## 1 ENTRY FEES

MAB or MAPB Members: \$50 per entry

Non-Member: \$95 per entry

## 2 ELIGIBILITY

Production and broadcast must have occurred between January 1, 2025 and December 31, 2025.

## 3 DEADLINE

Entries must be submitted online by 12:00 p.m. (noon) EST on January 29, 2026.

## 4 MARKET DIVISIONS

### Commercial Radio

- |          |   |
|----------|---|
| Market 1 | Detroit Metro Area  |
| Market 2 | Ann Arbor, Battle Creek, Flint, Grand Rapids, Kalamazoo, Lansing & Tri-Cities |
| Market 3 | Adrian, Cadillac, Jackson, Port Huron & Traverse City                         |
| Market 4 | Alpena, Escanaba, Marquette & Others  |

### Commercial Television

- |          |   |
|----------|---|
| Market 1 | Detroit Metro Area                          |
| Market 2 | Flint, Grand Rapids, Kalamazoo & Tri-Cities |
| Market 3 | Cadillac, Jackson, Lansing & Traverse City  |
| Market 4 | Alpena, Escanaba, Marquette & Others        |

### Network Radio & Network Television

### Public Radio

- |         |   |
|---------|---|
| Group 1 | Stations with a \$2 million budget or less.   |
| Group 2 | Stations with more than a \$2 million budget. |

### Public Television

All public television stations will compete in one public television division.

# COMMERCIAL & NETWORK RADIO CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 1) BREAKING NEWS STORY

A series of reports on initial coverage of a breaking or "unplanned" news event (including storm coverage), branded as "Breaking News," under immediate deadline, and within 24 hours of the breaking news event. National or international stories must include a local/Michigan angle.

**Entries Allowed: 3**

## 3) COMMUNITY INVOLVEMENT\*

A series of actions by a station that result in a positive impact on one's community.

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 5) DIGITAL EXCELLENCE\*

Overall station use of social media platforms and website to connect with its audience and inform the public.

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 7) FEATURE STORY

A single news report.

**Entries Allowed: 3**

## 9) MINI-DOC OR SERIES

A series of reports on a single topic which may be included in regularly scheduled newscasts.

**Entries Allowed: 3**

## 2) COMMERCIAL\*

A single commercial or series of commercials for one client. May be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or directions.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 4) CONTINUING COVERAGE

Coverage of current events over an extended number of reports.

**Entries Allowed: 3**

## 6) FEATURE PROGRAMMING

A single report or series of reports on a single topic which may be a public affairs program featuring issues of interest to Michigan citizens of all ages at local and state levels.

**Entries Allowed: 3**

## 8) INVESTIGATIVE STORY

Coverage of a significant event or issue affecting the community.

**Entries Allowed: 3**

## 10) MORNING SHOW PERSONALITY OR TEAM\*

Best local on-air morning broadcast personality or broadcast team.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*



# COMMERCIAL & NETWORK RADIO CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 11) NEWSCAST\*

A locally originated newscast.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 13) PLAY-BY-PLAY SPORTS

Locally originated play-by-play live sports coverage of 1 game.

**Entries Allowed: 3**

## 15) REGULARLY SCHEDULED PERSONALITY OR TEAM\*

Best regularly scheduled on-air weekday or weekend broadcast personality or broadcast team.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 17) SPORTSCAST

Best locally originated sportscast.

**Entries Allowed: 3**

## 19) STATION PROMOS

Audio promotion of your station or a promotional announcement for a program your station produces and airs.

**Entries Allowed: 3**

## 12) OTT CONTENT

Content produced exclusively for digital platforms, such as livestreams.

**Entries Allowed: 3**

## 14) PODCAST SERIES

Best locally originated podcast series.

**Entries Allowed: 3**

## 16) SPECIAL SHOW PERSONALITY OR TEAM\*

Best on-air special broadcast personality or broadcast team.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 18) SPORTS FEATURE OR SERIES

A series of reports on a single topic, or a single sports feature.

**Entries Allowed: 3**



# COMMERCIAL & NETWORK TELEVISION CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 1) BREAKING NEWS STORY\*

A series of reports on initial coverage of a breaking or "unplanned" news event (including storm coverage), branded as "Breaking News," under immediate deadline, and within 24 hours of the breaking news event. National or international stories must include a local/Michigan angle.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 3) COMMUNITY INVOLVEMENT\*

A series of actions by a station that result in a positive impact on one's community.

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 5) DIGITAL EXCELLENCE\*

Overall station use of social media platforms and website to connect with its audience and inform the public.

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 7) INVESTIGATIVE STORY

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

**Entries Allowed: 3**

## 9) METEOROLOGIST

A compilation clip highlighting the Meteorologist's abilities.

**Entries Allowed: 5**

## 2) COMMERCIAL

A single commercial or series of commercials for one client. May be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or directions.

**Entries Allowed: 3**

## 4) CONTINUING COVERAGE

Coverage of current events over an extended number of reports.

**Entries Allowed: 3**

## 6) FEATURE STORY

A single report which aired in a newscast.

**Entries Allowed: 3**

## 8) MARKETING MATERIALS/PROMOS

Promotion of your station or a promotional announcement for a program your station produces and airs.

**Entries Allowed: 3**

## 10) NEWS SERIES

A series of reports on a single topic which may be included in regularly scheduled newscasts.

**Entries Allowed: 3**



# COMMERCIAL & NETWORK TELEVISION CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 11) NEWSCAST\*

A locally originated newscast.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 13) NEWS REPORTER

A compilation of 3-5 events or stories highlighting an in the field news reporter, no montages will be accepted.

**Entries Allowed: 5**

## 15) OTT CONTENT

Content produced exclusively for digital platforms, such as livestreams or podcasts.

**Entries Allowed: 3**

## 17) SPECIAL INTEREST PROGRAMMING

A full public affairs program featuring issues of interest to Michigan citizens of all ages at local or state levels.

**Entries Allowed: 3**

## 19) SPORTSCAST

Best locally originated sportscast.

**Entries Allowed: 3**

## 20) WEATHERCAST\*

A locally originated regularly scheduled weather broadcast or breaking weather event.

**Entries Allowed: 3**

*\*Weighted category for Station of the Year*

## 12) NEWS ANCHOR

A compilation clip highlighting the news anchor's abilities.

**Entries Allowed: 5**

## 14) NEWS SPECIAL

A single program or documentary which aired separately from a regularly scheduled newscast.

**Entries Allowed: 3**

## 16) PHOTOJOURNALIST

A compilation of 3-5 events or stories showing the photojournalist's best work, no montages will be accepted.

**Entries Allowed: 5**

## 18) SPORTS FEATURE OR SERIES

A series of reports on a single topic, or a single sports feature.

**Entries Allowed: 3**



# PUBLIC RADIO CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 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.

**Entries Allowed: 1**

## 3) HARD NEWS & CURRENT EVENTS STORY

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

**Entries Allowed: 3**

## 5) MEMBERSHIP APPEAL

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

**Entries Allowed: 3**

## 7) MUSIC FEATURE OR SPECIAL

A music-focused special program, feature, interview, or feature story.

**Entries Allowed: 3**

## 9) NEWSCAST

Best locally originated newscast.

**Entries Allowed: 3**

## 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.

**Entries Allowed: 3**

## 4) MARKETING MATERIALS & PROMOS

Promotion of your station or a promotional announcement for a program your station produces and airs.

**Entries Allowed: 3**

## 6) MINI-DOC OR SERIES

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

**Entries Allowed: 3**

## 8) MUSICAL PROGRAMMING

Best locally originated, regularly produced musical programming.

**Entries Allowed: 3**

## 10) 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 30 minutes in length.

**Entries Allowed: 3**





# PUBLIC RADIO CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).

## 11) SPECIAL INTEREST & CULTURAL PROGRAMMING

Public affairs program featuring issues of interest to Michigan citizens of all ages at local and state levels.

**Entries Allowed: 3**

## 13) STATION EXCELLENCE\*

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

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 15) USE OF MULTIPLATFORM MEDIA, PROGRAMMING MATERIALS

Stations should showcase their use of digital media content for programming. Content placement examples include podcasts and online-specific programming.

**Entries Allowed: 3**

## 12) SPOT NEWS

A report on any topic that aired during a station's regular newscast.

**Entries Allowed: 3**

## 14) USE OF MULTIPLATFORM MEDIA, PROMO MATERIALS

Stations should showcase their use of digital media content for promotional materials and membership appeal.

**Entries Allowed: 3**



# PUBLIC TELEVISION CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).



## 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.

**Entries Allowed: 1**

## 3) CULTURAL & PERFORMING ARTS

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

**Entries Allowed: 3**

## 5) INDEPENDENT PRODUCER

An independently produced program or series that must have aired on the sponsoring public station.

**Entries Allowed: 3**

## 7) MEMBERSHIP APPEAL

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

**Entries Allowed: 3**

## 2) CONTINUING COVERAGE

Coverage of current events over an extended number of reports.

**Entries Allowed: 3**

## 4) CULTURAL PROGRAMMING

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

**Entries Allowed: 3**

## 6) MARKETING MATERIALS & PROMOTIONS

Promotion of your station or a promotional announcement for a program your station produces.

**Entries Allowed: 3**

## 8) MINI-DOCUMENTARY OR SERIES

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

**Entries Allowed: 3**





# PUBLIC RADIO CATEGORIES

Full category descriptions can be found online at [www.broadcastexcellenceawards.com](http://www.broadcastexcellenceawards.com).

## 9) NEWS OR PUBLIC AFFAIRS SPECIAL

Best locally originated news or public affairs program or series.

**Entries Allowed: 3**

## 11) SPECIAL INTEREST

Public affairs program featuring issues of interest to Michigan citizens of all ages at local and state levels.

**Entries Allowed: 3**

## 13) STATION EXCELLENCE\*

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

**Entries Allowed: 1**

*\*Weighted category for Station of the Year*

## 15) USE OF MULTIPLATFORM MEDIA, LONG FORM

Stations should showcase their use of long form digital media content.

**Entries Allowed: 3**

## 10) NEWS SPECIAL OR DOCUMENTARY

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

**Entries Allowed: 3**

## 12) SPORTS, OUTDOOR, OR RECREATION

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

**Entries Allowed: 3**

## 14) USE OF MULTIPLATFORM MEDIA, SHORT FORM

Stations should showcase their use of short form digital media content.

**Entries Allowed: 3**







# CONTEST RULES

## ENTRIES & ELIGIBILITY



- 1** This competition is open to all commercial stations, public stations and statewide broadcasting networks based in Michigan.
- 2** Public radio and television stations are defined as stations licensed to operate as a non-commercial broadcasting stations with primary studios and FCC authorized broadcast operations in Michigan and the applicable minimum qualifications for Community Service Grants, as adjusted from time to time.
- 3** To qualify for entry in the **Statewide Broadcasting Network** division, entrants must be Michigan-based producers of network and syndicated programming. Entries must be aired on at least two MAB member stations in different markets. Entrants with AM stations using FM translators do not qualify as statewide broadcasting networks.
- 4** Digital sub-stations must enter under their own separate digital sub-station call letters and cannot be combined with the primary station's entries unless the entry aired on both stations. All primary station call letters will retain -TV at the end of their call letters. (i.e.: XXXX-TV, XXXX-DT2, XXXX-DT3 or XXXX-DT4).
- 5** Entries must have been created, produced, and aired by the entrant's station, excluding:  
*Commercial TV & Radio Community Involvement*  
*Commercial TV & Radio Digital Excellence*  
*Commercial TV & Radio OTT Content*  
*Commercial Radio Podcast Series*
- 6** Entries may not be produced with outside advertising or production agency equipment, assistance, or direction (excluding the Public Television, Independent Producer category).  
**Stations must disclose if an entry has been created using non-station voiceover talent.** Please include this disclosure in the written summary field of the submission form.
- 7** Awards are given to an individual station, not to individual talent. All entrants must identify themselves by using one set of station call letters unless the group of call letters are completely simulcast.
- 8** Public radio and television entries must be at least 51% locally produced. Public programs distributed throughout the state may be entered by the originating station only.





# CONTEST RULES

## ENTRIES & ELIGIBILITY, CONTINUED

**9** Entries are limited to three per station in each category except for

- Commercial Television & Radio
  - Community Involvement (1)
  - Digital Excellence (1)
- Public Radio & Television
  - Station Excellence (1)
- Commercial Television
  - Meteorologist (5)
  - News Reporter (5)
  - News Anchor (5)
  - Photojournalist (5)

**10** All entries must be submitted using the online entry system. Hard copies will not be accepted.

**11** All Entries must first be uploaded to an external hosting site before they can be submitted to the online entry system. It is the responsibility of the organization to **make certain the link is operational through the end of May 2026** with no password protection. No refunds will be issued for links that do not open.

*NOTE: Analytics from online hosting sites may not be accurate. Additional fees and restrictions may apply to outside sites, please see each site for details.*

- YouTube
- Soundcloud
- Vimeo
- Google Drive

**12** All entry fees are non-refundable unless determined otherwise by the MAB Awards Committee.

**13** Entries may not include pre-roles or any advertisements and may not exceed more than one hour in length unless otherwise specified.

**14** All submissions must include required materials outlined in the category description (e.g., video/audio files, written summaries, supporting documents).

**15** Entries without payment, incomplete entry information, missing attachments, or links that are not operational by the due date will be disqualified from the competition.

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

**17** Entries must be created in whole by employees working at the entrant's station. **Entries created in whole or in part with the use of generative artificial intelligence will not be accepted.**

**18** Disputes, of any kind, about this program will be reviewed by the MAB Awards Committee.

## SAVE THE DATE



Broadcast Excellence Awards Gala  
Saturday, May 16, 2026  
Sound Board Theater | MotorCity Casino Hotel, Detroit





# CONTEST RULES

## DEADLINES & PAYMENTS



**1** All entries must have been produced and distributed during the 2025 calendar year from January 1, 2025 to December 31, 2025.

**2** **Entries must be submitted online by Thursday, January 29, 2026 by 12:00 p.m. (noon) EST.**

**3** **NEW!** Winners and finalists will be notified by late March. Select category winners and Stations of the Year will be announced during the Broadcast Excellence Awards Gala in Detroit on May 16, 2026. Winning stations will be given complimentary tickets to the Awards Gala based on this scale:

- 1-3 Best or Merit wins: 2 free tickets
- 4-10 Best or Merit wins: 4 free tickets
- 11+ Best or Merit wins: 6 free tickets

**4** Entry fees are \$50 per entry for MAB and MAPB members; Non-member rate is \$95 per entry. Online payments must be made before the close of the online entry system at 12:00 p.m. (noon) EST, January 29, 2026.

**5** If paying by check, please send an email indicating your intention to pay by check and the amount that will be paid to [awards@michmab.com](mailto:awards@michmab.com). Credit card payments must be made online before the system closes. Check payments must be received no later than the close of business on January 29, 2026 or the entries will not be submitted for judging. All fees for each station may be paid in one or multiple transactions.

**6** Stations participating in the MAB's **Points of Excellence** program may be eligible to receive discounts on their Broadcast Excellence Award entry fees. The MAB will contact contest administrators in early December 2025 to confirm the total points accumulated and provide instructions on how to apply any discounts earned. **Please do not submit payment for entries until this discussion has taken place.**







# CONTEST RULES

## JUDGING & STATIONS OF THE YEAR



**1** Judging will be conducted by broadcasting peers outside the state of Michigan using the same online system the MAB uses for entry.

**2** An award will be given in each category unless, in the opinion of the judges, no award is deserved. Judges will be provided with each category description and time requirements. Points awarded, and final award placement, is completely at the judges' discretion and their decision is final. **Please note: all judges will be requested to view or listen to at least 50% of each entry before making any judgments.**

**3** **Commercial Station of the Year**

- Best Award = 10 points
- Merit Award = 5 points
- 10 additional points per winning entry (both Best and Merit) will be awarded in the following weighted categories:

#### **Commercial Radio**

Commercial	Newscast
Community Involvement	Personality*
Digital Excellence	

*\*If a station wins Best or Merit in more than one Personality category, the highest points won in any of the Personality categories will be applied to the Station of the Year competition.*

#### **Commercial Television**

Breaking News Story	Newscast
Community Involvement	Weathercast
Digital Excellence	

**4** **Public Radio & Television Station of the Year**

- Best Award = 10 points
- Merit Award = 5 points
- Station Excellence = 60 points (both Best and Merit)

*For a station to be eligible for Station of the Year they must have entered the Station Excellence category.*

**5** **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 highest in the Community Involvement category will be awarded Station of the Year.

  
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EXCELLENCE  
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