Together, We Broadcast Excellence



The Broacast 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.

Entry Fees

MAB or MAPB Member: $50 per entry | Non-Members: $95 per entry

Eligibility

Production must have occured between January 1, 2026 - December 31, 2026.

Deadline

Entries must be submitted online by 12:00 p.m. (noon) EST on Thursday, January 14, 2027.

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

Network Radio & Network Television
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.

Public Radio
All Public Radio stations will compete in the same groups they were assigned to in the 2025 competition.

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











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 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 and produced by the entrant's station. Entries must also have been aired on the entrant's station, excluding:
   - Commercial Television and Radio Community Involvement
   - Commercial Television and Radio Digital Excellence
   - Commercial Television and 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.**

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.

9. Entries are limited to three per station in each category except for:
   - Commercial Television & Radio Community Involvement (1 entry per station)
   - Commercial Television & Radio Digital Excellence (1 entry per station)
   - Commercial Television Weather Forecaster (5 entries per station)
   - Commercial Television News Reporter (5 entries per station)
   - Commercial Television News Anchor (5 entries per station)
   - Commercial Television Photojournalist (5 entries per station)
   - Public Radio & Television Station Excellence (1 entry per station)

10. All entries must first be uploaded to an external hosting site before they can be submitted to the entry system. It is the responsibility of the station to make certain the link is operational through the end of April 2027 with no password protection. No refunds will be issued for links that do not open.
    Analytics from online hosting sites may not be accurate.
    - YouTube
    - Vimeo
    - SoundCloud
    - Google Drive











Entries & Eligibility, Continued

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

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

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

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

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

16. **NEW!** The spirit of the Broadcast Excellence Awards is to celebrate human excellence in broadcasting. The MAB acknowledges that artificial intelligence is an increasingly common tool within modern broadcast workflows. Stations may use the resources available to them, including AI-assisted tools, to produce eligible work. **Stations must disclose and define the use of AI within each entry.** Entries will be judged based on the established criteria for each category, regardless of the tools used in their production.

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

Deadlines & Payments

18. All entries must have been produced and distributed during the 2026 calendar year from January 1, 2026 to December 31, 2026.

19. Entries must be submitted online by Thursday, January 14, 2027 by 12:00 p.m. (noon) EST.

20. Winners and finalists will be notified by mid-March. Select category winners and Stations of the Year will be announced during the Broadcast Excellence Awards Gala in Detroit on April 24, 2027. Winning stations will be given complimentary tickets to the Awards Gala based on the scale below:
    - 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

21. 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 14, 2027.

22. 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. Check payments must be received no later than the close of business on January 14, 2027 or the entries will not be submitted for judging. All fees for each station may be paid in one or multiple transactions.











Deadlines & Payments, Continued

23. **Points of Excellence Discount:** 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 2026 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.

Judging & Stations of the Year

24. **UPDATED!** Judging will be conducted by broadcasting peers outside the state of Michigan using a combination of in-person review, and the same online system the MAB uses for entry.

25. 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.**

26. **Commercial Station of the Year Awards**
Points for Station of the Year will be calculated as follows:
    - 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 Television**
Commercial	Breaking News Story
Community Involvement	Community Involvement
Digital Excellence	Digital Excellence
Newscast	Newscast
Personality*	Weathercast

**Stations may enter any of the listed Personality categories. 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.*

27. **Public Radio & Television Station of the Year Awards**
Points for Station of the Year will be calculated as follows:
    - Best Award = 10 points
    - Merit Award = 5 points
    - Station Excellence = 60 points (both Best and Merit)

    IMPORTANT NOTE! For a public media station to be eligible for Station of the Year they must have entered the Station Excellence category.

28. 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.