



Awards For Excellence 2021

The Awards for Excellence is sponsored annually by the Wisconsin Broadcasters Association to recognize outstanding achievement by Wisconsin radio and television broadcasters.

This competition was established to encourage the highest standards of reporting, community service and production creativity.

It brings the ultimate prize... peer recognition to members of the broadcast industry in Wisconsin.

Deadline: Wednesday January 12, 2022 (6:00 PM CST)

General Rules

Deadline Wednesday January 12, 2022 (6:00 PM CST)

This competition is limited as follows:

1. Entries are limited to WBA member stations.
2. All entries must have **originated on-air or published between January 1, 2021 and December 31, 2021.**
3. If you are a Music or News and Talk station your entries must be in either News and Talk or Music. No cross-overs allowed.
4. TV and Radio entries must be primarily created and produced by **YOUR** member station. They **may not** include material produced with outside advertising or production agency equipment, assistance, or direction, but may include material produced by another journalistic outlet which is supplemental or supportive of the topic of the story being entered. Outside sources should be credited.
5. Each video entry for Television must be uploaded via Vimeo (preferred) or YouTube and submitted as a link. Audio entries for Radio must be uploaded via Soundcloud and submitted as a link. Entries submitted must fit within the length requirements stated in each category. This applies to the length of the file itself, not the audio/video within the file. **Time limits are strictly enforced.** Narratives or scripts, where required, must be submitted in PDF format and limited to one page. **DO NOT** submit a PDF attachment unless requested in the requirements for that specific category.
Complete instructions on how to enter are included on the final page of this booklet.
6. Social and Digital Media - Content must be the product of the station or organization entering it. A website with a majority of content from an outside agency is NOT eligible.
7. Social and Digital Media entries will need to provide a URL link to the live website. Password information must be provided for password protected sites. Remember the site must be live at the time of judging.
8. Only text and photos are allowed in entry attachments. Links and embedded video are forbidden.
9. As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges. Their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Awards Program will be settled by the Executive Staff of the WBA and, if deemed necessary by the Executive Staff, in consultation with the WBA Awards Committee. Their decisions will be final.
If you have eligibility questions, please call the WBA Office at 608-255-2600 or 800-236-1922.
10. Entries are limited to two per station in each of the categories, except where specifically noted.
11. An entry can only be submitted in one category. However, portions of submissions in the highlighted "compilation" categories (1-5 for Television and News and Talk, 1-3 for Music) can be submitted in other categories. (e.g. A two-minute interview could be submitted for Best Interview, even if it's part of a fifteen-minute Best Radio Show entry. But that two-minute interview could NOT be submitted for both Best Interview and Best Use of Audio.) Only the content of the entry is subject to this rule. Supplementary materials submitted with the entry, such as a written description, are not subject to this rule.

12. Snippets: You are encouraged to select a :15 to :20 second snippet of your entry that will be used for the video/audio montage should your entry receive a **1st** place.
 13. Entry fees are \$35 per entry for radio, \$45 per entry for television.
 14. Fees can be paid **online** when submitting your entry or by calling the WBA Office at 608-255-2600 or 800-236-1922.
 15. Entries must be completed and submitted **online** to BetterBNC.com. Entries must be received online by **January 12, 2022 by 6:00 PM CST.** Online entries will be accepted beginning December 1, 2021.
- Judging will be done by peers outside the state of Wisconsin.**
16. Winning entries will be announced during the WBA Awards Gala on **Saturday, May 7, 2022** at the Madison Marriott West.

The WBA Cumulative Voting System

- Each station will be given one point for each eligible category in which they enter.
An important note:
Even if a station enters two entries in a category (two is the limit), they still only receive a single point.
- A third place award in each eligible category receives one additional point.
- A second place award in each eligible category receives two additional points.
- The first place award in each eligible category receives four additional points.
- The total points earned in each division will determine the winner.
- The number of first place awards won by a station is the only tie-breaker. After that, a tie will be declared.

Award Markets

For purposes of this competition, a station's market is to be based on the market in which it promotes itself and/or where it maintains its office/studio location, regardless of city of license. All entries must have been "on-air" or published between January 1, 2021 and December 31, 2021.

Television

Large Market: Milwaukee

Medium Market: Green Bay-Appleton, Madison

Small Market: La Crosse-Eau Claire, Kenosha, Superior, Wausau-Rhineland

Entry Fee: \$45 per TV entry.

Music Radio & News and Talk

Large Market: Milwaukee, Madison

Medium Market: Appleton, Beloit, Eau Claire, Fond du Lac, Green Bay, Janesville, Kenosha, La Crosse, Manitowoc, Marshfield, Neenah-Menasha, Oshkosh, Racine, Sheboygan, Stevens Point, Superior, Wausau, Wisconsin Rapids

Small Market: All other cities.

Entry Fee: \$35 per Radio entry.

The Best of the Best

Station of the Year Awards

There will be a WBA Station of the Year Award in each market size for Radio Music, Radio News and Talk and Television. The winners will be determined using the WBA Cumulative Voting System. No separate entry needed to compete for this award. **Entries in the Social and Digital Media categories ARE part of the awards process for Station of the Year.**

Television News Operation of the Year Award

Winners in each market size will be determined from these 10 categories using the WBA cumulative voting system:

- | | | | |
|---------------------------|-------------------------|--------------------|---------------------------|
| • Spot News | • Morning Newscast | • Evening Newscast | • News Writing |
| • Hard News/Investigative | • Series or Documentary | • Feature | • Live On-Scene Reporting |
| • News Video | • Continuing Coverage | | |

Radio News Operation of the Year Award

Winners in each market size will be determined from these 8 categories using the WBA cumulative voting system:

- | | | | |
|-----------------|---------------------------|---------------------------|-----------------------|
| • Spot News | • Hard News/Investigative | • Feature | • Newscast |
| • Audio in News | • News Writing | • Live On-Scene Reporting | • Continuing Coverage |

Social and Digital Media Operation of the Year Award

Winners in each market size will be determined from the Social and Digital categories listed by using the WBA cumulative voting system.

Television Awards

1. Best Morning Newscast

This award recognizes the best regularly scheduled newscast originally aired between **4 AM - 12 PM**.

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

Requirements: No longer than **15:00** minute composite of a single program from a single day with no commercials. No PDF narrative.

2. Best Evening Newscast

This award recognizes the best regularly scheduled newscast originally aired between **4 PM - 11 PM**.

Criteria: Aspects of the newscast (i.e. News, Weather and Sports), presentation of facts, thoroughness, production values, interest of stories presented, and overall impact of the newscast and delivery.

Requirements: No longer than **15:00** minute composite of a single program from a single day with no commercials. No PDF narrative.

3. Best Sportscast

This award recognizes the best locally originated and regularly scheduled sportscast.

Criteria: Clear presentation of facts, thoroughness, delivery/communication skills, and interest of stories presented.

Requirements: Entry **must** include **three** single sportscasts from **three** different days with no commercials and no longer than **15:00** minutes. No PDF narrative.

4. Best Weathercast

This award recognizes the best locally originated, regularly scheduled weather broadcast.

Criteria: Clear presentation of facts, thoroughness, delivery/communication skills, and effective use of available technology.

Requirements: Entry **must** include **three** weather segments from **three** different days with no commercials and no longer than **15:00** minutes. No PDF narrative.

5. Best Continuing Coverage

This award recognizes the best on-going coverage of a single news story.

Criteria: Ability of the news staff to follow a story over an extended period of time, reporting significant developments as they occur, and reporting breadth and depth of various angles to the story.

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

6. Best Spot News

This award recognizes the best single report or series of reports on an unscheduled or unplanned story.

Criteria: The manner in which the news organization responded, presentation of facts, delivery, follow-up, and any hard news elements that may have been uncovered.

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

7. Best News Writing

This award recognizes the best news writing for a single story.

Criteria: How well the story engages the audience and provides the needed information in a comprehensive and informative manner.

Requirements: Entry must be no longer than **15:00** minutes and **must** include both scripts and on-air version of the story. **Submit script**, but no narrative allowed.

8. Best Hard News/Investigative

This award recognizes the best same day or on-going coverage of a significant event affecting the community.

Criteria: Significance, presentation of facts, thoroughness, research, and delivery.

Requirements: Entry may be a single report or a series. Entry must be no longer than **15:00** minutes. No PDF narrative.

9. Best Series or Documentary

This award recognizes the best series of special reports on a single topic included in a regularly scheduled newscast or a single documentary.

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

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

10. Best Feature

This award recognizes the best single report that ran in a newscast as relief or contrast to serious reporting or as a standalone.

Criteria: Human interest, subject portrayal, creative writing, entertainment value, and effective use of audio and/or video.

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

11. Best Live On-Scene Reporting

This award recognizes the best single or series of live on-scene reports by a single reporter.

Criteria: Ability of the reporter to use the scene to relate details of the story, use of props, quality of live interviews, Q&A with anchors, ad-lib ability, and any other matters which make the live report stand-out.

Requirements: Entry **must** include a minimum of **three** live reports totaling **no more than 15:00 minutes** and pre-recorded packages/inserts **must** be included for context. No PDF narrative.

12. Best Use of Video

This award recognizes the best use of video, audio, and editing.

Criteria: Variety, creativity, selection, and composition of camera shots as well as other creative and technical elements including use of natural sound, quality of lighting, and the overall effect of the edited story or program.

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

13. Best Sports Reporting

This award recognizes the best in sports coverage. Both same day and feature stories are eligible.

Criteria: Significance, presentation of facts, delivery and/or creativity, entertainment value, and effective use of audio and/or video.

Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

14. Best Significant Community Impact

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community.

Requirements: Entry must be a minimum of **5:00** minutes but **no longer than an edited 15:00 minutes** and may include a one page PDF description of the action, the impact and how it came about. Text and images only. No links.

15. Best Specialty Programming

This award recognizes the best one-time non-news programming (i.e., coverage of parades, station produced town hall meetings, concerts, or other programs) that are specific to a station's service area.

Criteria: Community interest, production quality, and depth of coverage.

Requirements: Entry must be a minimum of **5:00** minutes but **no longer than an edited 15:00 minutes**. A one page PDF narrative may be submitted. Text and images only. No links.

16. Best Image Promotion

This award recognizes the best video based promotional material designed to promote a station, news, or program image.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

17. Best Weather Promotion

This award recognizes the best video based promotional material designed to promote weather image, weather personalities, breaking weather, weather specials or weather franchise.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

18. Best Sports Promotion

This award recognizes the best video based promotional material designed to promote sports image, sports personalities, stories or series, breaking sports, sports specials or sports franchise.

Criteria: Creativity and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

19. Best Topical Promotion

This award recognizes the best single announcement tailored to promote a specific newscast, news story, or program episode (i.e., "coming up" promotion, sweeps story promotion, event coverage promotion, proof of performance following specific coverage).

Criteria: Creativity, "tune-in" message delivery, and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

20. Best Public Service Announcement

This award recognizes the best single announcement promoting a **non-profit** effort or organization.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

21. Best Commercial or Underwriting Announcement

This award recognizes the best single commercial produced on behalf of an advertiser or underwriter by a television station.

Criteria: Creativity, message delivery, and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

22. Best Coverage of Pandemic Recovery

This award recognizes the best coverage of your community's recovery from the COVID-19 pandemic, including topics such as vaccine distribution, public health mandates, returning to work and school, the economy, and the social changes.

Requirements: Any broadcast entry must be no longer than an edited **15:00** minutes. Up to three webpage links and a one-page PDF description may be submitted. Text and images only. No links.

23. **Best Website***

This award recognizes the best TV station website.
Criteria: Treatments of content including text, audio, video, social media and user-generated content, how well the site communicates information, overall appearance, ease of use, use of visuals and the depth and quality of information available.
Requirements: Stations must submit the site's URL. No screenshots. No PDF narrative. Eligible websites include both overall station sites and special purpose sites developed by the station.

24. **Best Web Story***

This award recognizes the best website coverage of a single story or event.
Criteria: Originality and depth of the coverage, use of visuals, navigation, appearance, and ease of use.
Requirements: Submission of a URL is required. Screenshots allowed. No PDF narrative.

To ensure that your entry is not disqualified, check the file timing listed in each category.

25. **Best Use Of Social Media***

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public.
Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.
Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

26. **Best Original Digital Content***

This award recognizes the best content produced exclusively for digital platforms. Entries could include but are not limited to livestreams and podcasts.
Criteria: Creativity and production value.
Requirements: Submissions may include a URL or attachment with images.

27. **Best Online Personality***

This award recognizes a personality's use of social and digital media to cultivate an online audience. Examples include use of blogs, video, and social media.
Criteria: Quality of content, audience interaction, and relevance to the personality's profession, frequency of updates, and use of visual materials.
Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

28. **Best Online Breaking News Coverage***

This award recognizes the best use of digital and social media in breaking news. Examples include the use of social media and user-generated content.
Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.
Requirements: Submission should include URLs to relevant pages and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

Radio News and Talk Awards

1. **Best Morning Radio Show**

This award recognizes the state's best morning show airing between **5 AM - 10 AM**.
Criteria: Entertainment value, creativity, production value, presentation, and impact.
Requirements: Radio show members must be on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a **15:00** minute composite of a single day's broadcast. No PDF narrative.

2. **Best Radio Show**

This award recognizes the state's best radio show airing between **10 AM - 5 AM**.
Criteria: Entertainment value, creativity, production value, presentation, and impact.
Requirements: Radio show members must be on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a **15:00** minute composite of a single day's broadcast. No PDF narrative.

3. **Best Newscast**

This award recognizes the best single newscast.
Criteria: Presentation, production values, interest of stories presented, and overall impact of the newscast.
Requirements: Entry must not include commercials or underwriting announcements, must not be a composite, and must not exceed **15:00** minutes. No PDF narrative.

4. **Best Sportscast**

This award recognizes the best locally originated and regularly scheduled sportscast.
Criteria: Presentation of facts, delivery, creativity, entertainment value, production value, and effective use of audio.
Requirements: Entry **must** contain **three** unedited single sportscast examples from **three** different days without commercials and must be no longer than **15:00** minutes. No PDF narrative.

5. **Best Continuing Coverage**

This award recognizes the best on-going coverage of a single news story.
Criteria: Ability of the news staff to follow a story over an extended period of time, reporting significant developments as they occur, and reporting breadth and depth of various angles to the story.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

6. **Best Spot News**

This award recognizes the best single report or series of reports of an unscheduled or unplanned story.
Criteria: The manner in which the news organization responded, presentation of facts, delivery, follow-up, and any hard news elements that may have been uncovered.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

7. **Best News Writing**

This award recognizes the best news writing for a single story.
Criteria: How well the story engages the audience and provides the needed information in a comprehensive and informative manner.
Requirements: Entry **must** include both scripts and on-air version of the story and must be no longer than **15:00** minutes. Submit script, but no narrative allowed.

8. **Best Hard News/Investigative**

This award recognizes the best same day or on-going coverage of a significant event affecting the community.
Criteria: Significance, presentation of facts, thoroughness, research, and delivery.
Requirements: Entry must be no longer than **15:00** minutes. Entry may be a single report or a series. No PDF narrative.

9. **Best Feature**

This award recognizes the best single report that ran in a newscast or sportscast as relief or contrast to serious reporting or ran as a standalone programming element.
Criteria: Human interest, subject portrayal, creative writing, entertainment value, and effective use of audio.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

10. **Best Use of Audio in Radio News**

This award recognizes the best use of audio in radio news.
Criteria: Quality of audio and editing, variety, creativity, writing, and composition as well as other creative and technical elements including use of natural sound resulting in the overall effect of the edited story.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

11. **Best Live On-Scene Reporting**

This award recognizes the best single or series of live on-scene reports.
Criteria: Ability of the reporter to use the scene to relate details of the story, ability to give listeners the "feel" of the location, quality of live interviews, Q&A with studio announcer, ad-lib ability, and any other matters which make the live report stand-out.
Requirements: Entry should include pre-recorded packages/inserts for context and must be no longer than **15:00** minutes. No PDF narrative.

12. **Best Interview**

This award recognizes the best interview.
Criteria: Quality of questions, rapport with interview subject, and production quality.
Requirements: Entry must be no longer than **10:00** minutes. No PDF narrative.

***Entries and placements in the Social and Digital Media categories count toward the Station of the Year.**

13. **Best Sports Play By Play**

This award recognizes the best locally originated sports play by play.

Criteria: Presentation of facts, creativity, and delivery.

Requirements: Entry must be unedited and not exceed **5:00** minutes. Coverage of Brewers, Bucks, Packers, Badger Basketball/Football does not qualify. All submissions **must** come from the originating stations, not from network affiliates. No PDF narrative.

14. **Best Significant Community Impact**

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community.

Requirements: Entry must be a minimum of **5:00** minutes but no longer than an edited **15:00** minutes and may include a one page PDF description of the action, the impact, and how it came about. Text and images only. No links.

15. **Best Specialty Programming**

This award recognizes the best one-time non-news programming (i.e., coverage of parades, station produced town hall meetings, concerts, debates, or other programs that are specific to a station's service area).

Criteria: Community interest, production quality, and depth of coverage.

Requirements: Entry must be a minimum of **5:00** minutes but no longer than an edited **15:00** minutes. A one page PDF narrative may be submitted. Text and images only. No links.

16. **Best Promotional Announcement**

This award recognizes the best single announcement promoting the station.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

17. **Best Public Service Announcement**

This award recognizes the best single announcement promoting a **non-profit** effort or organization.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

18. **Best Commercial or Underwriting Announcement**

This award recognizes the best single commercial or underwriting announcement not using humor.

Criteria: Creativity, message delivery, and production value.

Requirements: Entry must be produced on behalf of an advertiser by a radio station and must be no longer than **00:60** seconds. No PDF narrative.

19. **Best Humorous Commercial or Underwriting Announcement**

This award recognizes the best single humorous commercial produced on behalf of an advertiser by a radio station.

Criteria: Creativity, humor value, and production values.

Requirements: Entry must be produced on behalf of an advertiser by a radio station and must be no longer than **00:60** seconds. No PDF narrative.

20. **Best Coverage of Pandemic Recovery**

This award recognizes the best coverage of your community's recovery from the COVID-19 pandemic, including topics such as vaccine distribution, public health mandates, returning to work and school, the economy, and the social changes.

Requirements: Any broadcast entry must be no longer than an edited **15:00 minutes**. Up to three webpage links and a one-page PDF description may be submitted. Text and images only. No links.

21. **Best Website***

This award recognizes the best Radio News and Talk station website.

Criteria: Treatments of stories including text, audio, video, social media and user-generated content, how well the site communicates information, overall appearance, ease of use, use of visuals, and the quality of information available.

Requirements: Stations must submit the site's URL. No screenshots. No PDF narrative. Eligible websites include both overall station sites and special purpose sites developed by the station.

22. **Best Web Story***

This award recognizes the best website coverage of a single story or event.

Criteria: Originality and depth of the coverage, use of visuals, navigation, appearance, and ease of use.

Requirements: Submission of a URL is required. Screenshots allowed. No PDF narrative.

23. **Best Use of Social Media***

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public.

Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.

Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

24. **Best Original Digital Content***

This award recognizes the best content produced exclusively for digital platforms. Entries could include but are not limited to livestreams and podcasts.

Criteria: Creativity and production value.

Requirements: Submissions may include a URL or attachment with images.

25. **Best Online Personality***

This award recognizes a personality's use of social and digital media to cultivate an online audience. Examples include use of blogs, video, and social media.

Criteria: Quality of content, audience interaction, and relevance to the personality's profession, frequency of updates, and use of visual materials.

Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

26. **Best Online Breaking News Coverage***

This award recognizes the best use of digital and social media in breaking news. Examples include the use of social media and user-generated content.

Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.

Requirements: Submission should include URLs to relevant pages and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

*** Entries and placements in the Social and Digital Media categories count toward the Station of the Year.**

To ensure that your entry is not disqualified, check the file timing listed in each category.



Radio Music Awards

1. **Best Morning Radio Show**

This award recognizes the state's best morning show airing between **5 AM - 10 AM**.
Criteria: Entertainment value, creativity, production value, presentation, and impact.
Requirements: Radio show members must be on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a **15:00** minute composite airtime of a single day's broadcast. No PDF narrative.

2. **Best Radio Show**

This award recognizes the state's best radio show airing between **10 AM - 5 AM**.
Criteria: Entertainment value, creativity, production value, presentation, and impact.
Requirements: Radio show members must be on the staff of the station entering the category at the time the program aired. No syndicated programs, except where the program is syndicated by the station itself. Entry must be up to a **15:00** minute composite airtime of a single day's broadcast. No PDF narrative.

3. **Best Newscast**

This award recognizes the best daily information report (i.e. news, sports, agriculture, weather or traffic reports).
Criteria: Informational and entertainment value, use of audio, production, and editing.
Requirements: Entry must not exceed **10:00** minutes. No PDF narrative.

4. **Best Interview**

This award recognizes the best interview.
Criteria: Quality of questions, rapport with interview subject, and production quality.
Requirements: Entry must be no longer than **10:00** minutes. No PDF narrative.

5. **Best Original Feature**

This award recognizes the best single report or series aired in contrast to musical programming.
Criteria: Human interest, entertainment value, creativity, and editing.
Requirements: Entry must be no longer than **5:00** minutes. No PDF narrative.

6. **Best Live On-Site Broadcast Remote**

This award recognizes the best single or series of announcements made directly from a live, on-site broadcast.
Criteria: Information value, entertainment value, and production.
Requirements: Entry must be no longer than **15:00** minutes and may include broadcasts from client locations, station events or unscheduled on-scene news reports. No PDF narrative.

7. **Best Use of Audio (Non-News)**

This award recognizes the best use of audio to entertain or inform the audience.
Criteria: Quality of audio, editing, and creativity. Entries should creatively demonstrate radio's unique qualities.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

8. **Best Sports Coverage**

This award recognizes the best sports coverage by a Music Format Station, and can include play by play (play by play coverage of Brewers, Packers and Bucks do not qualify), a feature story, sportscast, or other sports programming. Entries must be locally originated and broadcast.
Criteria: Creativity, entertainment value, delivery, presentation of facts and production value.
Requirements: Entry must be no longer than **15:00** minutes. No PDF narrative.

9. **Best Significant Community Impact**

This award recognizes the best action or series of actions by a station that results in a positive impact on one's community.

Requirements: Entry must be a minimum of **5:00** minutes but no longer than an edited **15:00** minutes and may include a one page PDF description of the action, the impact, and how it came about. Text and images only. No links.

10. **Best Specialty Programming**

This award recognizes the best special off-format programming (i.e. niche show, concert, or other non-news programming specific to a station's service area).

Criteria: Community interest, production quality, and depth of coverage.

Requirements: Entry must be no longer than **15:00** minutes. A one-page PDF narrative may be included. Text and images only. No links.

11. **Best Promotional Announcement**

This award recognizes the best single announcement promoting the station.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

12. **Best Station Promo**

This award recognizes the best single announcement promoting the station's format playlist.

Criteria: Creativity, editing, and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

13. **Best Station Event Promo**

This award recognizes the best single announcement promoting a station sponsored event.
Criteria: Use of audio, creativity, editing, and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

14. **Best Client Event Promo**

This award recognizes the best single announcement promoting a client or underwriter sponsored event.

Criteria: Use of audio, creativity, editing, and production value.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

15. **Best Public Service Announcement**

This award recognizes the best single announcement promoting a **non-profit** effort or organization.

Criteria: Creativity and production values.

Requirements: Entry must be no longer than **00:60** seconds. No PDF narrative.

16. **Best Commercial or Underwriter Announcement**

This award recognizes the best single commercial or underwriting announcement not using humor.

Criteria: Creativity, message delivery, and production value.

Requirements: Entry must be produced on behalf of an advertiser by a radio station and must be no longer than **00:60** seconds. No PDF narrative.

17. **Best Humorous Commercial or Underwriting Announcement**

This award recognizes the best single humorous commercial produced on behalf of an advertiser by a radio station.

Criteria: Creativity, humor value, and production values.

Requirements: Entry must be produced on behalf of an advertiser by a radio station and must be no longer than **00:60** seconds. No PDF narrative.

18. **Best Pandemic-Related Service to Community**

This award recognizes the best coverage of your community's recovery from the COVID-19 pandemic, including topics such as vaccine distribution, public health mandates, returning to work and school, the economy, and the social changes.

Requirements: Any broadcast entry must be no longer than an edited 15:00 minutes. Up to three webpage links and a one-page PDF description may be submitted. Text and images only. No links.

19. **Best Website***

This award recognizes the best Music station website.

Criteria: Overall appearance, ease of use, use of visuals, the depth and quality of information available, and ability to reflect the spirit and personality of the station.

Requirements: Stations must submit the site's URL. No screenshots. No PDF narrative. Eligible websites include both overall station sites and special purpose sites developed by the station.

20. **Best Use of Social Media***

This award recognizes best use of Twitter, Facebook, and other social networking tools by a station to connect with its audience and inform the public.

Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.

Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

21. **Best Original Digital Content***

This award recognizes the best content produced exclusively for digital platforms. Entries could include but are not limited to livestreams and podcasts.

Criteria: Creativity and production value.

Requirements: Submissions may include a URL or attachment with images. Text and images only. No links.

22. **Best Online Personality***

This award recognizes a personality's use of social and digital media to cultivate an online audience. Examples include use of blogs, video, and social media.

Criteria: Quality of content, audience interaction, and relevance to the personality's profession, frequency of updates, and use of visual materials.

Requirements: Submission should include URLs to relevant social media accounts and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

23. **Best Live Online On-site Coverage***

This award recognizes the best use of digital and social media in the field. Examples include the use of social media and user-generated content.

Criteria: Frequency and quality of updates, use of user-generated content, and use of audio and visuals.

Requirements: Submission should include URLs to relevant pages and may include screenshots. A one page PDF narrative may be submitted. Text and images only. No links.

*** Entries and placements in the Social and Digital Media categories count toward the Station of the Year.**



How to Enter

Entries to WBA Awards for Excellence will be submitted using a web-based program at www.betterbnc.com.

Below are directions for preparing and submitting entries.
If you have questions, please contact the WBA Office at 608-255-2600 or 800-236-1922.

Online entries will be accepted starting December 1, 2021.
Please follow the steps below to complete the entry process.

IMPORTANT: The contest platform is optimized for Google Chrome for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.
The deadline for all entries is January 12, 2022 6:00 PM CST.

1

Login

- a. Go to www.betterbnc.com.
- b. Click contestant login (upper left).
- c. Select the appropriate Contest.
- d. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select Contestant Manager.

Stations should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the organization. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (Two entries provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the organization.

- ii. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.
- e. For Contestant Managers and Authorized Entrants, select the appropriate Organization.
- f. Enter your Email address. (Only authorized entrants enter their email address.)
- g. If this is your first time logging into BetterBNC, enter the temporary password: bnc then click Login. When you first login, the system will prompt you to create a secure password and enter your contact information. Any users who logged into previous contests and set up their account will use the password that they set up previously.

2

Submit Entries (click "contest information" regarding guidelines)

- a. Click "My Contest" at the top of the page
- b. On the "Manage Entries" page, click Submit Entry (left side).
- c. Select the appropriate Division (a larger grouping of categories).

- d. Select the appropriate Category.
- e. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
- f. Complete the Headline/Title field.
- g. Based on the type of entry, add content:
 - i. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. Please use the SHARE link for the content's web address.

for Audio: www.soundcloud.com (preferred)
for Video: www.vimeo.com (preferred) or www.youtube.com
 - ii. **IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible. Additionally, please allow embeds for your entry. The WBA will feature first place winning entries on wi-broadcasters.org, but must be able to use your entry's embed code to do so.
- h. **Snippets:** You are encouraged to select a 00:15 to 00:20 second snippet of your entry that will be used for the video/audio montage should your entry receive a 1st place.

3

Payment for Entries

- a. When all entries are submitted (but before the Entry Deadline), log in to your account's "Manage Entries" page.
- b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
- c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). You can print this page for your records.
- d. Make payments by check or click on pay by credit card or call the WBA office with your credit card number **BEFORE THE DEADLINE** date.