



BEST IN
BROADCASTING
AWARDS ENTRY
INFORMATION
2009



Idaho State Broadcasters Association
270 N 27th Street, Ste B
Boise, ID 83702

February 26, 2009

2009 "Best In Broadcasting" Awards Entry Form

This entry form **must** accompany your entries
along with a master list of entries

Dear Idaho Broadcaster:

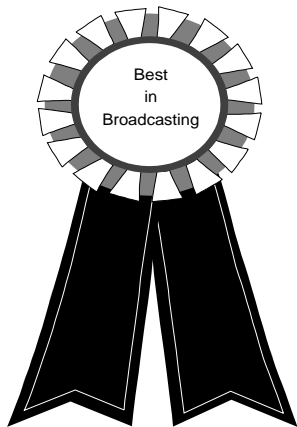
It is once again time to bring out your best to enter in Idaho's Best in Broadcasting Awards. The winners will be celebrated at ceremonies in Sun Valley on Saturday, August 1, 2009. This year I hope you will be among those we honor for excellence in broadcasting. This mailing includes all you need to enter and I encourage you to do so. Remember, you cannot win if you do not enter.

Again this year, news entries from radio and television will be required to enter one show in its entirety (please delete commercials). ***This year, if you plan to enter "Best News" you should tape all of your newscasts during the week (5 days, Monday thru Friday) beginning Monday, March 16 and ending Friday, March 20.*** After that week, a specific day will be chosen as the entry day and you will be notified of that day by mail. "Best" weather and sports segments in the Television division will be judged from segments from the assigned local newscast day. **These segments must be put on a separate tape if you wish to enter.**

NEW RADIO CATEGORIES AND ENTRY RULES: Three years ago we changed our "Entertainment" categories to better reflect the way your stations entertain. Please read the following carefully:

- "Best Radio Morning Show" - If you plan to enter, please record the same five days as entries for "Best News", that is, Monday, March 16 through Friday, March 20. A specific day will be chosen as the entry day and you will be notified by postcard. Your entries may be a compilation of the best 5 minutes from that day.
- "Best Radio Personality" - A compilation of your best work between April 14, 2008 and April 10, 2009. Please send us only 5 minutes.

ENTRY DEADLINE IS APRIL 16, 2009. Material broadcast between April 14, 2008 and April 10, 2009 is eligible. Good luck to all of you. Questions? Call Connie Searles at 345-3072.



Station Call Letters: _____ AM FM TV

Number of Entries: _____ Total Amount Enclosed: _____
(Make check payable to: ISBA)

Address: _____

City, State, & Zip Code: _____

Phone: _____ Fax: _____

Station Contact: _____

Title: _____

Affidavit: *I swear and affirm that these entries were produced and aired as prescribed within the rules and specified dates of eligibility.*

Signature: _____

Date: _____

All entries must be postmarked or delivered to the ISBA office
no later than 4:00 P.M. April 16, 2009.

Submit entries to: ISBA

Attn: Connie Searles
270 N 27th Street, Ste B
Boise, ID 83702

Competition General Information

Judging

Broadcasters from Maine will judge entries based on creativity, technical quality, execution, and overall effectiveness.

Judges normally select a first place winner in each category entered, but are under no obligation to do so and may choose to award no prize in a category.

The decision of the judges will be final.

Liability

All materials submitted become the property of the Idaho State Broadcasters Association. The ISBA will not be financially responsible for any material submitted. Please do **NOT** submit one-and-only tapes or other materials. They will not be returned to you. It is also wise to keep a copy of your submissions in case of losses in the mail.

Entry Fees

One check (payable to the Idaho State Broadcasters Association, ISBA) which covers all entries, must be included with your entries. Entries will not be sent for judging without payment of entry fees. We do not accept credit cards. A separate entry fee will apply when the same commercial, promo, PSA, or program is entered more than once (e.g., in both a single and a series category.)

The following fees apply:

Members: \$10.00 per entry, Radio or TV

Non-Members: \$40.00 per entry, Radio or TV

2009 "BEST IN BROADCASTING" AWARDS GENERAL RULES AND INSTRUCTIONS

1. Only material produced and aired between April 14, 2008 and April 10, 2009 is eligible.
2. Only Idaho licensed broadcast stations with an FCC license are eligible to enter.
3. VIDEO ENTRIES: Submit entries on DVD's. Each disc **must** have a label describing what it contains. **Each category must be on a separate DVD**, however multiple entries for the same category should be on the same disc (no bars or tones; 5 seconds of black between spots). **Send a master list of entries with NAMES AS YOU WANT THEM ON THE AWARD along with tapes and a check for total due.**
4. AUDIO ENTRIES: Handle the same as video entries using CD's. Label each entry, separate tapes for separate entry categories, multiple entries for the same category go on the same tape. **Send a master list of entries with NAMES AS YOU WANT THEM ON THE AWARD along with CD's and a check for total amount due.**
5. All entries must contain only station-produced material (talent, scripts, art, etc.). Station music and sound effects libraries are permitted.
6. Subscription weather aids (satellite photos, radar reports, etc) may be used as an enhancement to locally produced weather programs.
7. Talent used in entries must have actually performed in the station's studio or on location.
8. No announcements produced outside the station that contain a locally produced "tag" will be accepted for judging.
9. Excerpts from syndicated programs and feature films are OK to use in program promotional announcements.
10. Maximum of 6 submissions per category, per station, unless otherwise indicated in entry category.
11. ENTRY FEE: \$10.00 per entry for ISBA members, \$40.00 per entry for non-members.
12. Entries will not be sent for judging if we do not have the correct amount of entry fees submitted with the entries

TV Station Categories

(A Maximum of 6 entries per category, except as noted)

DIVISION A: NEWS AND PUBLIC AFFAIRS

1. Best Public Affairs (includes public service, documentary, and editorials; limit entries to 5 minutes)
2. Best Agricultural Program (5 minutes)
3. Best Local Newcast (1 entry per station)
4. Best News Story (may include sports, weather, etc.)
5. Best Sports Program—not play-by-play
6. Best Sports Play-By-Play (5 minutes)
7. Best News Weather Segment (1 entry only, from newscast entry)
8. Best Sports Segment (1 entry only, from newscast entry)
9. Best Investigative Report
10. Best Spot News Story
11. Best Feature News Story
12. Best News Photographer (5 minutes)

DIVISION B: LOCAL COMMERCIAL PRODUCTION (1 minute max.)

1. Best Commercial - Single
2. Best Commercial - Series
3. Best Commercial Photographer
4. Best Commercial Copy
5. Best Public Service or Public Affairs Announcement

DIVISION D: PROMOTION

1. Best Audience Promotion using Radio; 60 seconds or less for promoting television on radio. (Put on CD)
2. Best Audience Promotion using Television; 60 seconds or less to promote television on television.
3. Special Projects; Events and/or activities designed to draw attention to the station, programming, personnel, a station event, the community or a public service organization that includes activities beyond regular paid advertising avenues.

Radio Station Categories

(A Maximum of 6 entries per category, except as noted)

DIVISION A: NEWS AND PUBLIC AFFAIRS

1. Best Public Affairs (any length includes public service, documentary, and editorials; limit entries to 5 minutes)
2. Best Agricultural Program (any length, limit to 5 minutes)
3. Best Local Newcast (1 entry per station)
4. Best News Story
5. Best Sports Program—not play-by-play (5 minutes)
6. Best Sports Play-By-Play (5 minutes)
7. Best Investigative Report
8. Best Spot News Story
9. Best Feature News Story

DIVISION B: LOCAL COMMERCIAL PRODUCTION

1. Best Commercial - Single (max-1 minute)
2. Best Commercial - Series (max-1minute each)
3. Best Commercial Copy
4. Best Public Service or Public Affairs Announcement

DIVISION C: ENTERTAINMENT PROGRAMMING

1. Best Personality (See Entry Rules on Page 2)
2. Best Morning Radio Show (See Entry Rules on Page 2)

DIVISION D: PROMOTION

1. Best Audience Promotion using TV; 60 seconds or less for promoting radio on television (put on DVD.)
2. Best Audience Promotion using Radio; 60 seconds or less to promote radio on radio.
3. Special Projects; Events and/or activities designed to draw attention to the station, programming, personnel, a station event, the community or a public service organization that includes activities beyond regular paid advertising avenues.