

*Alabama's Best in Broadcasting*  
*Presented by the*  
*Alabama Broadcasters Association*

**2009 ABBY AWARD CATEGORIES**

**Radio**

Radio Station of the Year  
Service Project of the Year  
Regularly Scheduled Newscast  
Radio Morning Show  
Radio Talk Show  
Radio Personality or Team  
News Reporter  
Sportscaster  
Reporter  
Radio Station Website  
Production Awards:  
(a) Commercial  
(b) Promo  
(c) Public Service Announcement

**Television**

TV Station of the Year  
Service Project of the Year  
Regularly Scheduled Newscast  
Spot News Coverage  
Feature/Franchise Story  
Series  
News Anchor  
Weather Anchor  
Sports Anchor  
Reporter  
Local Programming (news & non-news)  
TV Station Website  
Production Awards:  
(a) Commercial  
(b) Promo  
(c) Public Service Announcement

**WINNING ENTRIES WILL BE AWARDED AT THE THIRD  
ANNUAL ABBY DINNER ON MARCH 28, 2009 AT THE  
CAHABA GRAND CONFERENCE CENTER IN BIRMINGHAM**

ALABAMA BROADCASTERS ASSOCIATION  
*since 1946*

**CALL FOR ENTRIES**

**ENTRY DEADLINE: JANUARY 23, 2009**

**For tips on producing great entries, visit [www.al-ba.com](http://www.al-ba.com)**

# RULES AND INFORMATION

## ELIGIBILITY

The ABBY Awards Program is open to ABA member stations which have a primary audience in Alabama. Entries must have been produced and broadcast during the period from January 1, 2008 to December 31, 2008. Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.

## ENTRY MATERIAL

In the radio and television "Award Categories" sections of this mailer, each category description is followed by the required entry materials for that award. Please note there are limits on the length of both the entry CD/tapes and on their accompanying narratives. Narratives must be typed and, although they are not required in all categories, they are strongly encouraged since they can provide background information for the judges not provided by the CD/tape. Radio entries must be submitted on a compact disc. Television entries must be submitted on a standard VHS tape or DVD (for judges viewing) AND a Beta SP or DVC Pro tape (for editing of the winning entries presentation).

**An entry form is enclosed.** This form or a copy must accompany EACH entry. Make additional copies as needed. In addition to the individual entry forms, stations with more than one entry are asked to provide one summary sheet listing the entries in each category and the total amount due for entry fees. **This form is also enclosed.**

Stations may enter as many award categories as they wish, except for Station of the Year for which one entry is appropriate. Each entry must be submitted on a separate CD/tape, even multiple entries within the same category. An entry form must be completed for each entry, including entries within the same category. Each CD/tape must have a label which includes the station call letters, the award category and the title of the entry.

## LIABILITY

**All materials submitted become the property of ABA. Please do not submit master CD/tapes or other original materials since they will not be returned.**

Any deviation from the rules will subject the entry and/or entries to disqualification. If it is determined an entry is not fully locally produced and/or is entered with false documentation, the station and ownership of that station will not be permitted to submit for that award for a period of two years.

## ENTRY FEES

One check (payable to the Alabama Broadcasters Association) which covers all entries must be attached to the entry form or the summary sheet mentioned above. If a station has multiple entries within one category, a separate fee applies to each entry. Entries without payment will not be included in the competition. The following fees apply:

<b>Station of the Year</b>	<b>\$75</b>
<b>Other Categories</b>	<b>\$40 per entry</b>

## JUDGING

To insure objectivity, judging will be by a panel of broadcast experts from outside the state of Alabama. Different judges will be brought in each year. They will evaluate all entries based on the criteria listed in the "Awards Categories" sections on the following pages. Judges will likely select a first place winner in each category but are under no obligation to do so and may choose to award no prize in a category. There will only be one winner in each category. Judges may choose to recognize other outstanding work in a category without awarding an ABBY. This recognition will be honored with a "Judges Award of Merit." If an entry is submitted in the wrong category, it will be moved to the proper category. The decision of the judges will be final.

## AWARDS

Winning entries will be announced at the second annual ABBY Awards Dinner and Ceremony on Saturday, March 28, 2009 at Cahaba Grand Conference Center in Birmingham, Alabama. ABBY recipients will be presented with elegant awards and, where applicable, up to three individuals responsible for the winning entry will be recognized at the event.

## ENTRY DEADLINE

Deliver entries or mail them for arrival no later than 5:00 p.m., Friday, January 23, 2009 to the ABA Office: Alabama Broadcasters Association – 2180 Parkway Lake Drive – Hoover, AL 35244

## FOR MORE INFORMATION

Contact the ABA office at (800) 211-5189 / (205) 982-5001 or by email at [tcourrier@al-ba.com](mailto:tcourrier@al-ba.com). You may also visit the ABA website at [www.al-ba.com](http://www.al-ba.com).

## ***RADIO AWARD CATEGORIES***

PLEASE NOTE: Radio entries must be submitted on compact disc. AM/FM sister stations may be considered as a single entrant and awards will be made to both stations as a single entry. Duopoly/LMA and group-owned operations should enter each station separately. Each category below outlines specific information the judges will be looking for. In addition, the judges will evaluate, as applicable.

### **1. Production (up to sixty seconds)**

Judging Criteria: opening, closing, theme, phrasing, delivery and salesmanship

#### **A. Commercial**

#### **B. Promo**

#### **C. PSA**

Awards will be presented for each of the above types of announcements. Announcements can be any length but must not exceed sixty seconds. Entrant stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission. On the entry form, please list up to three (3) individuals most responsible for the total production. Entry Material: a) CD featuring the selected announcement b) Up to one page narrative that specifically correlates with the CD contents.

### **2. News Reporter of the Year**

Most outstanding local on-air reporter broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual reporter of local news events or stories. Entry must have been developed for the local community/audience. Entry Material: a) CD with on-mic commentary plus audio montage representative of the entrant's on air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **3. Sportscaster of the Year**

Most outstanding local sportscaster broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual sportscaster of local sports events or sports stories. Entry must have been developed for the local community/audience. Entry Material: a) CD with on-mic commentary plus audio montage representative of the entrant's on air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **4. Best Regularly Scheduled Newscast**

Judging Criteria: Content, performance, technical aspects, opening and style

This category includes regularly scheduled news programs broadcast predominately to an Alabama audience. The program should have been designed for the local community. On the entry form, list up to three individuals most responsible for producing the program. Entry Material: a) CD with on-mic introduction and the newscast (5 minute limit) b) Up to one page narrative that specifically correlates with tape contents.

### **5. Radio Morning Show of the Year**

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.). Most outstanding locally originated morning radio show broadcast predominantly to an Alabama audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station. Entry Material: a) CD (may be edited) which may include any of the following (5 minute limit): Audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to two page narrative describing show's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. C) **One letter from the community documenting this involvement.**

### **6. Radio Talk Show of the Year**

Judging Criteria: content, performance, technical aspects, opening and style (music, sound effects, humor, etc.). Most outstanding locally originated talk radio show broadcast predominantly to an Alabama audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station. Entry Material: a) CD (may be edited) which may include any of the following (5 minute limit): Audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to two page narrative describing show's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. C) **One letter from the community documenting this involvement.**

### **7. Radio Personality or Team of the Year**

Most outstanding individual local on-air personality or team broadcasting predominantly to an Alabama audience. Entrant(s) may be an individual who is part of a radio show team or any other on-air personality as long as the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant station. Entry Material: a) CD (may be edited) which may include any of the following (5 minute limit): audio montage of day-to-day performance (if nominee is part of a show's team be sure CD identified and features the nominee); commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcast, etc. b) Up to two page

narrative describing entrant's involvement in community affairs or other activities which enhanced the stations' public image. Must specifically correlate with the CD contents. C) **One letter from the community documenting this involvement.**

#### **8. Service Project of the Year**

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefited. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best – serve their communities. On the entry form, please list up to three individuals most responsible for the project. Entry Material: a) CD compilation of the elements of the project (5 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to two page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results c) **One letter of endorsement from project beneficiary.** You may include photos and/or video (standard VHS or DVD; 5 minute limit) to support your entry.

#### **9. Radio Station of the Year**

**(Market size does not apply - only one radio station will be named Station of the Year.)** A station must demonstrate an overall excellence to be selected Radio Station of the Year. Factors considered include station management/ operations objectives, personnel, programming, promotions, community relations and service, public affairs/public service programming, and station awards and recognition. Entry Material: a) Tape which described/highlights the efforts of the station from January 1, 2008 to December 31, 2008, incorporating the factors listed above (10 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents. Up to five pages of narrative describing why your station should be named Radio Station of the Year incorporating the factors above c) **Up to three attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Arbitron ratings, etc.** You may include photos and/or video (standard VHS or DVD; 10 minute limit) to support your entry.

#### **10. Radio Station Website**

A station's website must demonstrate overall excellence in design and content to be selected Radio Station Website of the Year. A station's website must demonstrate a well-conceived, well-developed design that serves the purpose of the site. The site's use of color, space, graphics and layout should relay a consistent theme. Effective use of photography, strategically developed color palettes and appropriate use of typography are key elements of a great design implementation. Content to be judged includes text, audio, video, animation and other information, links and tools on the site. The best website will present content in an appealing and engaging way and show clear relevance to the target audience. Websites will also be judged on writing, attention to detail and minimal grammatical and spelling errors. Please submit screen shots from your website and the website address.

## MARKET INFORMATION FOR RADIO STATIONS

Large Markets - Birmingham, Huntsville and Mobile

Medium Markets - Dothan, Montgomery and the Shoals Area

Small Markets - All Others

ALABAMA BROADCASTERS ASSOCIATION

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## ***TELEVISION AWARD CATEGORIES***

PLEASE NOTE: Each television entry must submit in duplicate – one standard VHS (or DVD) AND one Beta SP or DVC Pro. LMA operations should enter each station separately.

Judging Criteria: Each category below outlines specific information the judges will be looking for. In addition, the judges will evaluate, as applicable.

### **1. Broadcast News**

Judging Criteria: Content, performance, technical aspects, opening and style

An award will be presented for each of the following:

**A. Spot News – Unplanned coverage of a local event or story**

**B. Feature/Franchise – Must be a locally produced news story**

**C. Series – Planned coverage of a specific topic/event that is presented in several installments - not continuing coverage of a news story (Submit entire series)**

On the entry form, please list up to three individuals most responsible for the total production. Entry Material: a) Tape including story introduction and video montage from the story/series (5 minute limit except for series entries which should include the entire series) b) Up to one page narrative that specifically correlates with tape contents.

### **2. Best Regularly Scheduled Newscast**

Judging Criteria: Content, performance, technical aspects, opening and style

This category includes regularly scheduled news programs broadcast predominately to an Alabama audience. The program should have been designed for the local community. On the entry form, list up to three individuals most responsible for producing the program. Entry Material: a) Tape with introduction and video montage from the program (10 minute limit) b) Up to one page narrative that specifically correlates with tape contents.

### **3. News Anchor of the Year**

Most outstanding local on-air anchor broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual anchor featured on local news program. Entry Material: a) Tape with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to one page narrative that specifically correlate with tape contents.

### **4. Weather Anchor of the Year**

Most outstanding local Weather Anchor broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual weather anchor in presenting daily weather segments, severe weather coverage and weather related stories. Entry must have been developed for the local community/audience. Entry Material: a) Tape with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **5. Sports Anchor of the Year**

Most outstanding local Sports Anchor broadcasting predominantly to an Alabama audience. This award recognizes the best performance by an individual sportscaster of local sports events or sports stories. Entry must have been developed for the local community/audience. Entry Material: a) Tape with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to one page narrative of supporting information that specifically correlates with the CD contents.

### **6. Reporter of the Year**

Most outstanding local on-air reporter broadcasting predominantly to an Alabama audience. This award recognizes the best overall performance by an individual reporter featured on local news program. Entry Material: a) Tape with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to one page narrative that specifically correlates with tape contents.

### **7. Local Programming (News and Non-News)**

Judging Criteria: Content, performance, technical aspects, opening and style

This category includes non-news and news programs broadcast predominately to an Alabama audience which covered news, a local issue, community event or entertainment event. The program should have been designed for the local community. On the entry form, list up to three individuals most responsible for producing the program. Entry Material: a) Tape with introduction and video montage from the program (5 minute limit) b) Up to one page narrative that specifically correlates with tape contents.

### **8. Production (Any length)**

Judging Criteria: Opening, closing, theme, phrasing and delivery, concentration, salesmanship and technical aspects

**A. Commercial**

**B. Promo**

**C. PSA**

Awards will be presented for each of the above types of announcements. Announcements can be any length but must not exceed sixty seconds. Entrant stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission. On the entry form, please list up to three individuals most responsible for the total production. Entry Material: a) Tape featuring the selected announcement b) Up to one page narrative of supporting information.

### **9. Service Project of the Year**

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefitted. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best – serve their communities. On the entry form, please list up to three individuals most responsible for the project. Entry Material: a) Tape compilation of the elements of the project (5 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate to tape contents. Up to two page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results. c) **One letter of endorsement from project beneficiary.**

### **10. Television Station of the Year**

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include station management/operations objectives, programming philosophy, personnel, news programming, public affairs/public service programming, community relations and station awards and recognition. Entry Material: a) Tape which describes/highlights the efforts of the station from January 1 to December 31, 2008, incorporating the factors listed above (10 minute limit) b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate to tape contents. Up to give pages of narrative describing why your station should be named Television Station of the Year incorporating the factors above c) **Up to three attachments from verifiable outside sources, such as letters from the mayor or community organizations or a report from the Nielsen ratings, etc.**

### **11. Television Station Website of the Year**

A station's website must demonstrate overall excellence in design and content to be selected Television Station Website of the Year. A station's website must demonstrate a well-conceived, well-developed design that serves the purpose of the site. The site's use of color, space, graphics and layout should relay a consistent theme. Effective use of photography, strategically developed color palettes and appropriate use of typography are key elements of a great design implementation. Content to be judged includes text, audio, video, animation and other information, links and tools on the site. The best website will present content in an appealing and engaging way and show clear relevance to the target audience. Websites will also be judged on writing, attention to detail and minimal grammatical and spelling errors. Please submit screen shots from your website and the website address.

## MARKET INFORMATION FOR TELEVISION STATIONS

All Television stations across the state will be judged against each other with no differentiation in market size.

ALABAMA BROADCASTERS ASSOCIATION  
*since 1946*

# ABBY AWARDS

## OFFICIAL ENTRY FORM

THIS OFFICIAL ENTRY FORM MUST ACCOMPANY EACH ENTRY. MAKE ADDITIONAL COPIES AS NEEDED. THE COMPLETED FORM SHOULD BE ENCLOSED IN OR ATTACHED TO THE CD/TAPE CASE.

### CATEGORIES

(Check One Category)

#### RADIO CATEGORIES

MARKET SIZE:  SMALL  MEDIUM  LARGE

- 1. Production  
(Also check one of the following)
  - A. Commercial
  - B. Promo
  - C. PSA
- 2. News Reporter of the Year
- 3. Sportscaster of the Year
- 4. Best Regularly Scheduled Newscast
- 5. Radio Morning Show of the Year
- 6. Radio Talk Show of the Year
- 7. Radio Personality or Team of the Year
- 8. Service Project of the Year
- 9. Radio Station of the Year
- 10. Radio Station Website of the Year

#### TELEVISION CATEGORIES

- 1. Broadcast News  
(Also check one of the following)
  - A. Spot News
  - B. Feature/Franchise
  - C. Series
- 2. Best Regularly Scheduled Newscast
- 3. News Anchor of the Year
- 4. Weather Anchor of the Year
- 5. Sports Anchor of the Year
- 6. Reporter of the Year
- 7. Local Programming (News & Non-News)
- 8. Production  
(Also check one of the following)
  - A. Commercial
  - B. Promo
  - C. PSA
- 9. Service Project of the Year
- 10. Television Station of the Year
- 11. Television Station Website of the Year

(PLEASE PRINT OR TYPE)

Station Call Letters \_\_\_\_\_ - \_\_\_\_\_(TV/AM/FM)

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Title of Entry \_\_\_\_\_

If requested under the category description, name up to 3 individuals to be credited for the entry:

1. \_\_\_\_\_

Name Title

2. \_\_\_\_\_

Name Title

3. \_\_\_\_\_

Name Title

Entry Fee: \$ \_\_\_\_\_ *since 1946*

**Affidavit:** I certify that the materials contained within this entry are the work of our station's personnel and that the entry was produced and aired as prescribed within the ABBY Award rules and specified dates of eligibility. I also understand the judges' decision is final.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**Deadline:** Must arrive at ABA Office no later than 5:00 p.m., January 23, 2009. MAIL OR DELIVER CHECK AND ALL ENTRY MATERIALS TO: Alabama Broadcasters Association, 2180 Parkway Lake Drive, Hoover, AL 35244

