



Alabama's Best in Broadcasting

2015

The ABBY awards are presented annually by the
Alabama Broadcasters Association
to recognize outstanding achievement
by Alabama 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 Alabama.

General Rules & Information

Entries accepted January 5, 2015—January 30, 2015

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, 2014 to December 31, 2014. Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.

LIABILITY

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

Payments will be accepted at the end of the entry process by online credit card through PayPal, a PayPal account or by credit card over the phone. If you wish to pay over the phone, select the "Pay by Check" button and call the office at 205-982-5001. In addition, you may mail a check to the ABA at 2180 Parkway Lake Drive, Birmingham, AL 35244. Your payment must be received before judging takes place in mid-February.

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:

Station of the Year	\$75
Other Categories	\$40 per entry

JUDGING

To insure objectivity, judging is conducted by a panel of broadcast experts from outside the state of Alabama. 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 judges think an entry was submitted in the wrong category, they may move it to the proper category. The decision of the judges will be final.

AWARDS

Winning entries will be announced at the ninth annual ABBY Awards Dinner and Ceremony on Saturday, March 21, 2015 at Hyatt Regency, The Wynfrey Hotel in Hoover, 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

Entries must be submitted electronically through the “Better BNC” website no later than 5:00 p.m., Friday, January 30, 2015.

Market Information

Radio Stations

In the online ABBY Awards system, you will find your call letters already listed on the “Contestant Login” page. If you have a call letter change please let us know and we will update the system for you before you start entering. All Alabama radio stations have been assigned to a market size, according to the list below. If you disagree with the market assignment you see online, please contact Niki Thomas at 205-982-5001 immediately to be re-categorized.

<u>Large Markets</u>	Birmingham, Huntsville & Mobile
<u>Medium Markets</u>	Dothan, Montgomery & the Shoals Area
<u>Small Markets</u>	All others

Television Stations

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

General Entry Information

This year, due to the improved online process we are removing time limits for entries.

Along with your official entry **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 win in the category. When you submit this additional URL please add “snippet” to the title.

You may list up to three individuals most responsible for the total production. Please include a narrative of supporting information for your entries. Documents can be uploaded as you complete each individual entry.

FOR MORE INFORMATION

Contact the ABA office at (800) 211-5189 / (205) 982-5001 or by email at nthomas@al-ba.com.

You may also visit the ABA website at www.al-ba.com.

2015 ABBY AWARD CATEGORIES

Radio

Production Awards:

- R1. Commercial
- R2. Promo
- R3. Public Service Announcement

- R4. Radio Station Website
- R5. Sportscaster of the Year
- R6. Best Sports Show / Talk Show
- R7. News Reporter of the Year
- R8. Best Regularly Scheduled Newscast
- R9. Radio Morning Show of the Year
- R10. Radio Talk Show of the Year
- R11. Radio Personality or Team of the Year
- R12. 2014 Election Coverage
- R13. Service Project of the Year
- R14. Radio Station of the Year

Television

Production Awards:

- T1. Commercial
- T2. Promo
- T3. Public Service Announcement

- T4. TV station Website
- T5. Spot News Coverage
- T6. Feature
- T7. Franchise
- T8. Series
- T9. Hard News / Investigative Reporting
- T10. Photojournalist of the Year
- T11. Best Daytime Programming
- T12. Reporter of the Year
- T13. Sports Anchor of the Year
- T14. Best Sports Reporting
- T15. Weather Anchor of the Year
- T16. News Anchor of the Year
- T17. Local Programming (News & Non-News)
- T18. Public Affairs / Documentary
- T19. Best Regularly Scheduled Newscast
- T20. 2014 Election Coverage
- T21. Service Project of the Year
- T22. TV Station of the Year

How to Enter

BETTER BNC INSTRUCTIONS for 2015 ABBY Awards

Below are directions for preparing and submitting entries. If you have questions, please contact Niki Thomas at 205-982-5001 or nthomas@al-ba.com.

You may also log in with your information from last year. If you do not remember your username and password please contact Niki Thomas and she will email it to you.

IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

1. Login

- a. Go to www.betterbnc.com.
- b. Click contestant login (upper left) or the appropriate Contestant Login button on the right side of the page.
- c. Select the appropriate contestant type:
 - I. If you are the single point of contact for your organization, select Contestant Manager. NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
 - II. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.
- d. Contestant Manager and Authorized Entrant:
 - I. Select the appropriate Contest.
 - II. Select the appropriate Station.
 - III. (Authorized Entrant only) Enter your email address.
 - IV. **Enter your temporary Password: bnc (lower case)**, and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field.

- f. Add entry content (may vary by category):
- I. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please keep file sizes under 5mb, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to a third-party website such as www.issuu.com, and copy and paste the hosted item's web address into the Website URL field.
 - II. To add web/audio/video content, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
 - III. Audio: www.kiwi6.com, www.tindeck.com
 - IV. Video: www.youtube.com, www.vimeo.com
 - V. 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.
- g. Add Credits for each person responsible for the entry content.
- h. Add Comments (if available), but keep them brief (e.g. 100 words).
- i. Click Submit.

3. Pay for Entries

- a. When all entries are submitted log in to your account's Manage Entries page.
- b. Click Calculate Entry Fee and review your list of entries for accuracy.
- c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
- d. Click the payment link (lower left) to pay for your contest entries, following the instructions on the payment page.
- e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

Radio Award Categories

Production

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

R1. Commercial

R2. Promo

R3. PSA

Awards will be presented for each of the above types of announcements. 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.

R4. Radio Station Website

Criteria include 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 radio station associated with the site. Stations should submit the site's URL. No screenshots.

R5. 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:

- audio montage representative of the entrant's on air performance
- Please include a narrative of supporting information that specifically correlates with the entry.

R6. Best Sports Show / Talk Show

This award recognizes the best locally originated and regularly scheduled sports show/talk show. Criteria include presentation of facts, delivery, creativity, entertainment value, production value, and effective use of audio. Entry can be a compilation of clips from the show/talk show.

R7. 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) audio montage representative of the entrant's on air performance b) Please include a narrative of supporting information that specifically correlates with the entry.

R8. 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. Entry Material: a) newscast b) Please include a narrative of supporting information that specifically correlates with the entry.

R9. 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 airing between 4 am and noon that broadcasts 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) edited "montage" which may include any of the following: 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 entry.

R10. 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) edited "montage" which may include any of the following: 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 entry.

R11. 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) edited "montage" which may include any of the following: audio montage of day-to-day performance (if nominee is part of a show's team be sure the entry identifies 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 entry.

R12. 2014 Election Coverage

This award recognizes election night news coverage from November 4th and 5th. Stations can submit a compilation of their local election coverage spanning these two days. This entry will be judged based on the overall presentation, production value, and depth of coverage. ONLY ONE ENTRY PER STATION.

R13. 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. Entry Material: a) a “montage” of the elements of the project b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the audio entry. 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 (upload online) to support your entry.

R14. 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) edited audio entry which describes/highlights the efforts of the station from January 1, 2014 to December 31, 2014, incorporating the factors listed above b) Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the audio entry. 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.** Documents can be uploaded as you complete each individual entry. You may include photos and/or video (upload online) to support your entry.

Television Award Categories

Production

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

T1. Commercial

T2. Promo

T3. PSA

Awards will be presented for each of the above types of announcements. 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. Please include a narrative of supporting information.

T4. Television Station Website of the Year

Criteria include 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 depth and quality of information available. Stations should submit the site's URL. No screenshots.

Broadcast News

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

An award will be presented for each of the following:

- T5. Spot News** Unplanned coverage of a local event or story
- T6. Feature** Must be a locally produced news story
- T7. Franchise** Must be a locally produced news story (stories) which air routinely.
- T8. Series** Planned coverage of a specific topic/event that is presented in several installments - not continuing coverage of a news story (Submit entire series)

T9. Hard News/Investigative Reporting:

This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria include significance, presentation of facts, thoroughness, research, and delivery. Entry may be a single report or a series.

T10. Photojournalist of the Year

A compilation clip of 3-5 events showing applicant's best work. Criteria: creativity, continuity and technical production. Please include a narrative of supporting information.

T11. Best Daytime Programming

This award recognizes the state's best morning and mid-day shows. Criteria includes: entertainment value, creativity, production value, presentation and impact. Morning show members must be employed by the station entering the category (no syndicated programs). Please include a narrative of supporting information.

T12. 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. Please include a narrative of supporting information.

T13. 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. Please include a narrative of supporting information.

T14. Best Sports Reporting:

This award recognizes the best same day coverage or sports feature story. Criteria include significance, presentation of facts, delivery and/or creativity, entertainment value, and effective use of audio and/or video.

T15. 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. Please include a narrative of supporting information.

T16. 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. Please include a narrative of supporting information.

T17. 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.

T18. Public Affairs/Documentary

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

This category includes entertainment, public affairs, or informational program-length show(s) produced by the station and broadcast predominately to an Alabama audience.

T19. 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.

T20. 2014 Election Coverage:

This award recognizes election night news coverage from November 4th and 5th. Stations can submit a compilation of their local election coverage spanning these two days. This entry will be judged based on the overall presentation, production value, and depth of coverage. **ONLY ONE ENTRY PER STATION.**

T21. 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. You may enter a "montage" video. 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.**

T22. 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. You may submit a "montage" video which describes/highlights the efforts of the station from January 1, 2014 to December 31, 2014, incorporating the factors listed above. Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate to video contents. Up to two 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.**



Winning entries will be announced at the
Ninth Annual ABBY Awards Dinner
March 21, 2015
Hyatt Regency, The Wynfrey Hotel
Hoover, AL

Hotel and Dinner reservations will be
available in February.

