

Alabama Broadcasters Association

2017

Call for Entries



General Information

Entries accepted January 2, 2017—January 31, 2017

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, 2016 to December 31, 2016. 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 category for a period of two years.

ENTRY FEES

Payments will be accepted at the end of the entry process by credit card over the phone or by mailing a check. If you wish to pay over the phone, select the "Pay by Check" button and call the office at 205-982-5001. If you choose to pay by check, 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 \$45 per entry

ENTRY DEADLINE

Entries must be submitted electronically through the "Better BNC" website no later than 5:00 p.m., Tuesday, January 31, 2017.

2017 Updates and Changes

Radio Service Project

Starting this year there will no longer be an ABBY for small, medium, and large market radio Service Project. As with Station of the Year, all market stations will be judge against each other for one ABBY award winner.

Station Logos

Please add your current logo as an attachment to at least one of your entries. This will ensure that your logo is current during the awards dinner presentation.

Categories

This year we have added and updated several of the categories for both radio and television. Please see the category description pages for complete details. Listed below are the new categories.

Radio & Television	Radio	Television
Emerging Technology	Public Affairs Listener Contest	Local Sports Program
<i>Digital Platforms:</i>		
Website		
Social Media		
Apps		

Narratives

We no longer ask that you include narratives for your entries, except for Service Project and Station of the Year.

Fees

PayPal will not be available this year. You must pay by check or over the phone with a credit card. Please see the Entry section for more details.

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, Troy, Tuscaloosa, Gadsden, Anniston & 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

There are no 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 played at the award show should your entry win in the category. When you submit this additional URL please add “snippet” to the title.

Please add your current logo as an attachment to at least one of your entries. This will ensure that your logo is current during the awards dinner presentation.

You may list up to three individuals most responsible for the total production.

2017 ABBY AWARD CATEGORIES

Radio

Production Awards:

- R1. Commercial
- R2. Promo—Station Promotion
- R3. Promo—Event/Client Promotion
- R4. Public Service Announcement

Use of Digital Platforms:

- R5. Website
- R6. Social Media
- R7. Apps

- R8. Listener Contest
- R9. Use of Emerging Technology
- R10. Sportscaster
- R11. Sports Show / Sports Talk Show
- R12. News Reporter
- R13. Public Affairs Program
- R14. Regularly Scheduled Newscast
- R15. Radio Morning Show
- R16. Radio Talk Show
- R17. Radio Personality or Team
- R18. Service Project
- R19. Radio Station of the Year

2017 ABBY AWARD CATEGORIES

Television

Production Awards:

- T1. Commercial
- T2. Promo—Station Promotion
- T3. Promo—Event/Client Promotion
- T4. Public Service Announcement

Use of Digital Platforms:

- T5. Website
- T6. Social Media
- T7. Apps

- T8. Breaking News Coverage
- T9. Feature
- T10. Franchise
- T11. Series
- T12. Use of Emerging Technology
- T13. Hard News
- T14. Investigative Reporting
- T15. Photojournalist
- T16. Daytime Programming
- T17. Reporter
- T18. Sports Anchor
- T19. Sports Reporting
- T20. Local Sports Program
- T21. Weather Anchor
- T22. News Anchor
- T23. Local Programming (News & Non-News)
- T24. Public Affairs
- T25. Documentary
- T26. Regularly Scheduled Newscast
- T27. Service Project
- T28. TV Station of the Year

How to Enter

BETTER BNC INSTRUCTIONS for 2017 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: kiwi6.com, soundcloud.com
 - IV. Video: youtube.com (Please no Vimeo)
 - 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—Station Promotion**
- R3. Promo—Event / Client Promotion**
- R4. 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.

Use of Digital Platforms

Judging 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 associated radio station.

- R5. Website** Submit URLs, examples of ways in which you promoted the website and it's metrics.
No screenshots.
- R6. Social Media** Submit ways in which you promoted the station on Social media and it's metrics. This includes things such as Facebook/Facebook Live, Snapchat Instagram, etc.
- R7. Apps** Submit ways in which you promoted the app(s) and it's metrics.

R8. Listener Contest

Most outstanding listener contest held for the station's local community/audience. Submit on-air production, website, screenshots and other promotional materials for listener contest. One contest per entry.

R9. Use of Emerging Technology

This award recognizes a station's innovative use of technology that falls outside the ordinary. Criteria include the level of innovation involved, how the innovation expands the station's audience, overall quality. You may submit up to five minutes of video featuring the use of the technology.

R10. Sportscaster

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. Submit an audio montage representative of the entrant's on-air performance.

R11. Sports Show / Sports Talk Show

This award recognizes the best locally originated and regularly scheduled sports show/sports talk show. Criteria includes 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. INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

R12. News Reporter

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. Submit an audio montage representative of the entrant's on-air performance.

R13. Public Affairs Program

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

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

R14. Regularly Scheduled Newscast

IT IS HIGHLY RECOMMENDED THAT YOU DO NOT ENTER A SHOW FROM A "BREAKING NEWS" OR "BIG NEWS" DAY. ENTER YOUR BEST EXAMPLE OF A NORMAL 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. Please submit the newscast in its entirety.

R15. Radio Morning Show

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: 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. INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

R16. Radio Talk Show

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: 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. INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

R17. Radio Personality or Team

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: 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.

R18. Service Project

(Market size does not apply - only one radio station will be awarded 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 audio "montage" of the elements of the project b) Detailed narrative which 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.

R19. 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 programming, promotions, community relations and service, public affairs/public service programming, and station awards and recognition. List boards/organizations in which station personnel are actively engaged; estimate how much money was raised for charitable purposes; estimate how many hours of public service was performed by personnel and how many public service campaigns aired on the station. Entry Material: a) edited audio and/or video entry which describes/highlights the efforts of the station from January 1, 2016 to December 31, 2016, incorporating the factors listed above b) Detailed narrative which must specifically correlate with the audio entry. Up to two 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 Nielsen Audio, 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—Station Promotion

T3. Promo—Event/Client Promotion

T4. 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.

Use of Digital Platforms

Judging 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 associated radio station.

T5. Website Submit URLs, examples of ways in which you promoted the website and it's metrics.
No screenshots.

T6. Social Media Submit ways in which you promoted the station on Social media and it's metrics. This includes things such as Facebook/Facebook Live, Snapchat Instagram, etc.

T7. Apps Submit ways in which you promoted the app(s) and it's metrics.

Broadcast News

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

An award will be presented for each of the following:

- T8. *Breaking News*** Unplanned coverage of a local event or story
- T9. *Feature*** Must be a locally produced news story
- T10. *Franchise*** Must be a locally produced news story (stories) which air routinely.
- T11. *Series*** Planned coverage of a specific topic/event that is presented in several installments - not continuing coverage of a news story (Submit entire series)

T12. Use of Emerging Technology

This award recognizes a station's innovative use of technology that falls outside the ordinary. Criteria include the level of innovation involved, how the innovation expands the station's audience, overall quality. You may submit up to five minutes of video featuring the use of the technology.

T13. Hard News

This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria includes significance, presentation of facts, thoroughness, research, and delivery.

T14. Investigative Reporting

This award recognizes the best reporting of a local community issue requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting.

T15. Photojournalist

A compilation clip of 3-5 events showing applicant's best work. Criteria: creativity, continuity and technical production.

T16. 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).

T17. Reporter

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 any live social media reporting.

T18. Sports Anchor

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.

T19. Sports Reporting

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

T20. Local Sports Program

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).

T21. Weather Anchor

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.

T22. News Anchor

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.

T23. 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.

T24. Public Affairs

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

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

T25. Documentary

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

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

T26. Regularly Scheduled Newscast

IT IS HIGHLY RECOMMENDED THAT YOU DO NOT ENTER A SHOW FROM A "BREAKING NEWS" OR "BIG NEWS" DAY. ENTER YOUR BEST EXAMPLE OF A NORMAL 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.

T27. Service Project

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. 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. **One letter of endorsement from project beneficiary.**

T28. Television Station of the Year

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include programming, news programming, public affairs/public service programming, community relations and station awards and recognition. List boards/organizations in which station personnel are actively engaged; estimate how much money was raised for charitable purposes; estimate how many hours of public service was performed by personnel and how many public service campaigns aired on the station. You may submit a "montage" video which describes/highlights the efforts of the station from January 1, 2016 to December 31, 2016, incorporating the factors listed above. Please note: Detailed narrative is a required element for entry submission in this category and must specifically correlate to video contents. Please include up to two pages of narrative describing why your station should be named Television Station of the Year incorporating the factors above; **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.**

Post Entry Information

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. 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 with a “Judges Award of Merit.” If the 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 Eleventh Annual ABBY Awards Dinner and Ceremony on Saturday, March 25, 2017 at Hyatt Regency Birmingham— The Wynfrey Hotel in Hoover, Alabama. ABBY recipients will be presented with elegant awards.

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.



Winning entries will be announced at the
Eleventh Annual ABBY Awards Dinner
March 25, 2017
Hyatt Regency Birmingham—The Wynfrey Hotel
Hoover, AL

Hotel and Dinner reservations will be
available in February.

