



**ALABAMA BROADCASTERS
ASSOCIATION**

2025
ABBY
AWARDS

CALL FOR ENTRIES

ENTRIES ACCEPTED
THROUGH JANUARY 24, 2025
VISIT AL-BA.COM FOR DETAILS

General Information

Entries accepted December 10, 2024—January 24, 2025

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, 2024 to December 31, 2024. 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 DEADLINE

Entries must be submitted electronically through the “Better BNC” website no later than 5:00 p.m., Friday, January 24, 2025.

Entry Fees

ENTRY FEES

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:

Service Project	\$0 no charge
PSA	\$0 no charge / limited to 3 entries
Station of the Year	\$75
Other Categories	\$45 per entry

Payment

Payments will be accepted at the end of the entry process through PayPal or by mailing a check. You no longer need to call the office with your credit card information.

If you wish to pay by check, select the “Pay by Check” button during check out. Mail your check to the ALABAMA BROADCASTERS ASSOCIATION at 2180 Parkway Lake Drive, Birmingham, AL 35244.

Your payment must be received before judging takes place early February.

SAVE THE DATE!
ALABAMA BROADCASTERS ASSOCIATION
ANNUAL CONFERENCE
AUGUST 7-8, 2025



RENAISSANCE BIRMINGHAM
ROSS BRIDGE GOLF RESORT AND SPA



Better BNC Instructions

betternewspapercontest.com

If you are new to the ABBYs and have never logged into Better BNC, please email Tina Kunze at tkunze@al-ba.com for instructions.

If you are returning to Better BNC your log in information has not changed. If you have forgotten your password please email tkunze@al-ba.com and it will be sent to you.

All judges receive a copy of the Call for Entries for reference during the judging process.

Judges: Tips

- Lead with your best work!
- Don't include "Breaking News" or "Big News" days when picking your entry for Regularly Scheduled Newscast.
- Judges have already seen all of your individual entries, don't just edit them together for your Station of the Year submission. Think about your packaging and narration.
- Don't use the same material over and over in your entries. Judges are looking for more examples of skill/talent.

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 Tina Kunze at 205-982-5001 immediately.

<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

Check all entries to insure that links work and go with the correct package. Along with your official entry please select a :15 to :20 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.

Make sure that your audio or video is downloadable from the site you decide to use. Check your firewalls and privacy settings when you submit. Entries need to be accessible through April 30, 2025 . SOUNDCLOUD is our preferred platform. We ask that you use a paid account to avoid our judges having to watch commercials before your entry.

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 presentation.

You may list up to three individuals and their phone numbers most responsible for the total production of an entry. We may need to contact them when judging to verify an entry.

2025 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. Social Media
- R6. Podcasts

Broadcast Categories:

- R7. Sportscaster
- R8. Sports Show / Sports Talk Show
- R9. News Reporter
- R10. Breaking News Coverage
- R11. Hard News
- R12. Public Affairs Program
- R13. Regularly Scheduled Newscast
- R14. Radio Morning Show
- R15. Radio Talk Show
- R16. Radio Personality or Team
- R17. Service Project
- R18. Radio Station of the Year

**Please note that these reference numbers only correspond to their Award descriptions. They are not the references numbers you will see in Better BNC.*

2025 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. Social Media
- T6. Podcasts

Broadcast News:

- T7. Breaking News (Non-Weather)
- T8. Breaking News: Severe Weather
- T9. Feature
- T10. Franchise
- T11. Series
- T12. Hard News
- T13. Investigative Reporting
- T14. General Assignment
- T15. Photojournalist
- T16. Reporter
- T17. Sports Personality
- T18. Sports Reporting
- T19. Local Sports Program
- T20. Weather Anchor
- T21. News Anchor
- T22. Local Programming (News & Non-News)
- T23. Public Affairs
- T24. Documentary
- T25. Regularly Scheduled Newscast
- T26. Service Project
- T27. TV Station of the Year

**Please note that these reference numbers only correspond to their Award descriptions. They are not the references numbers you will see in Better BNC.*

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 (Market size does not apply - only one radio station will be awarded the ABBY for 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.

Judging Criteria for each of the following Digital Media categories includes appropriate aspects as follows: production quality – visuals and/or sound, user friendly interface, content, reflects spirit and personality of the associated station. **(Market size does not apply—only one radio station will be awarded the ABBY for each Digital Platform category.)**

Use of Digital Platforms

R5. Social Media

Document ways in which you promoted the station on social media, including metrics; and/or, document ways in which you promoted station and/or client events over social media, including metrics; and/or document ways in which you shared news and entertainment content over social media, including metrics. Please do not only include a url to your page.

R6. Podcasts

Submit up to three samples of ten minutes each of a podcast by the same talent under the SAME podcast title. (Different podcast titles/programs should be submitted individually.) Original content only, not a recording of a broadcast. Must be owned by the station and created by station employees. Must reflect branding of the station. Must demonstrate valuable, engaging content.

Broadcast Categories

R7. 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.

R8. 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 should be a compilation of clips from the show/talk show. INCLUDE SHOW OPENING AND EDIT OUT NATIONAL/SYNDICATED SEGMENTS.

R9. 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.

R10. Breaking News Coverage

Entry should only contain coverage of a single, unscheduled news event from first 24 hours and a short description of the entry. Entry may be edited, and all commercial breaks must be removed and must not exceed 20 minutes.

R11. Hard News

Submit a single hard news report prepared for a regularly scheduled newscast that is not breaking news and not primarily investigative in nature.

Entry must not exceed 10 minutes and short description of the entry should be included.

R12. 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.

R13. 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. **Be sure to include the date and time the newscast aired.**

R14. 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. DO NOT SUBMIT ONE ENTIRE SHOW.

R15. 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.

R16. 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.



R17. 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.

R18. 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, 2024 to December 31, 2024, 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. Ten minute entry limit.

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 for each of the following Digital Media categories includes appropriate aspects as follows: production quality – visuals and/or sound, user friendly interface, content, reflects spirit and personality of the associated station.

T5. Social Media

Document ways in which you promoted the station on social media, including metrics; and/or, document ways in which you promoted station and/or client events over social media, including metrics; and/or document ways in which you shared news and entertainment content over social media, including metrics. Please do not only include a url to your page.

T6. Podcasts

Submit up to three samples of ten minutes each of a podcast by the same talent under the SAME podcast title. (Different podcast titles/programs should be submitted individually.) Original content only, not a recording of a broadcast. Must be owned by the station and created by station employees. Must reflect branding of the station. Must demonstrate valuable, engaging content.

Broadcast News

Judging Criteria: content, performance, technical aspects, opening and style. An award will be presented for each of the following:

T7. Breaking News

FIRST coverage of an event as it occurs or develops and warrants the interruption of scheduled programming. This category does not include Severe Weather. Be sure to include the date this aired.

T8. Breaking News: Severe Weather

Coverage of a single severe weather event as it occurs and warrants the interruption of scheduled programming. (For example, tornado outbreak over the course of a day.) Please include the date this aired.

T9. Feature

Locally produced story that is not part of a franchise, breaking news nor general assignment reporting.

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

T12. Hard News

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

T13. 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.

T14. General Assignment

This award recognizes the best reporting of news which is not considered “breaking,” “feature,” “franchise, nor “investigative.” Entries should feature general news stories generated daily – not ongoing coverage that might be considered in another category. (Examples include: crime reports, council meetings, minor fires, business openings.)

T15. Photojournalist

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

T16. 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.

T17. Sports Personality

Most outstanding local Sports Personality 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.

T18. 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.

T19. Local Sports Program

This award recognizes the state's best sports program that is five minutes or more in length. (Not a sportscast within a newscast.) Criteria includes: entertainment value, creativity, production value, presentation and impact. Hosts/Anchors must be employed by the station entering the category (no syndicated programs).

T20. 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.



T21. 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.

T22. Local Programming (News and Non-News)

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

This category includes non-news and news programs broadcast in any daypart 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.

T23. 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.

T24. 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.



T25. 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. Please submit newscast in its entirety. Be sure to include the date and time of the 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.

T26. 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.**

T27. 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, 2024 to December 31, 2024, 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.** Ten minute entry limit.



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 ABBY 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 Seventeenth Annual ABBY Awards presentation on Saturday, April 5, 2025 at The Club in Birmingham, AL.

FOR MORE INFORMATION

Contact the ABA office at (205) 982-5001 or by email at tkunze@al-ba.com.

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



**Winners will be announced at the
Eighteenth Annual ABBY Awards
April 5, 2025**



**Birmingham, AL
Stay tuned for more event information.**

