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Outstanding **Wonderful** **Flawless** Superior CAPITAL *Distinctive*
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Terrific Remarkable #1 *Awesome* **Superb** great **Brilliant**
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West Virginia Broadcasters Association

2010 Excellence in Broadcasting Awards

WVBA Excellence in Broadcasting Awards

The WVBA is proud to announce a Call for Entries for the **2010 West Virginia Broadcasters Association Excellence in Broadcasting Awards**. The awards are a great tool to acknowledge and share with the industry your accomplishment of choice. Increase not only your station's reputation and credibility by winning a WVBA broadcast award, but increase employee pride! Be part of this exciting program.

Awards will be presented **March 6th at the Waterfront Place Hotel, Morgantown, WV**. Plan to join us for a very special evening as we honor the winning entries and the industry as a whole at the awards banquet. We look forward to your enthusiasm and participation for this program. Entry forms are included in this mailing.

Radio Division

WVBA Excellence in Broadcasting Awards will be issued in three market size categories in the Radio Division. They are:

- ◆ **Large Market:** Arbitron markets rated below 200 including Huntington, Charleston and Morgantown-Fairmont-Clarksburg.
- ◆ **Medium Market:** Arbitron markets rated above 200 including Wheeling, Parkersburg, Beckley, Elkins/Buckhannon and Bluefield.
- ◆ **Unranked Market:** All radio stations whose city of license falls outside of the markets detailed above.

Some stations and/or personalities may elect to participate with others in a market one place larger than their normal market category by so designating the move on the WVBA entry form. Stations or individuals may not however, participate in the competition below their normal market level. The categories are:

Station of the Year Categories

- ◆ **Country:** Any station that plays any form of country music including bluegrass, classic country, and modern mainstream country.
- ◆ **CHR:** Contemporary Hit Radio—both pop and rhythmic—hip hop, rap, and straight top forty radio.
- ◆ **AC/Oldies:** All types of adult contemporary radio—including both hot and soft AC—as well as AAA, smooth jazz and oldies based formats other than rock and country—including 60's oldies, music of your life, adult standards, classic hits, 70's, and 80's oldies.
- ◆ **Rock:** All genres of the rock format including classic rock, active rock, mainstream rock, or alternative.
- ◆ **News/Talk/Sports:** All stations that have a spoken word format such as all news, all talk and all sports—or a combination of news, sports and talk.

Accompanying an entry form, a station must submit a CD that does not exceed three minutes in length, and prepare a 250 word or less document that describes what the station has accomplished in ratings, community involvement, and public service. Please add a station logo jpeg file.

Program Awards

- ◆ **Best Newscast:** A regularly scheduled radio newscast.
- ◆ **Best Coverage of a Spot News Story or Event:** Special radio broadcast coverage of a natural disaster, accident, riot or other special event.
- ◆ **Best Sportscast:** A regularly scheduled radio sportscast.

- ◆ **Best Play-by-Play:** Actual radio play-by-play of a sports event.
- ◆ **Best Talk Show:** A regularly scheduled talk program.

Accompanying an entry form, a station must submit a CD that does not exceed three minutes in length. An individual may enter only one piece per year, per category.

Personality of the Year

- ◆ **Best Morning Show:** This can be an individual or an ensemble that appears on the radio regularly between 5AM and 10AM.
- ◆ **Best On-Air Radio Personality:** This can be any on-air radio personality who has a regular air shift in West Virginia.

A personality can enter only one of the two categories described above in a single year. Accompanying an entry form, an individual must submit a CD that does not exceed three minutes in length. Please add a station logo jpeg file. One entry per individual.

Creative Awards

- ◆ **Best Radio Website:** Provide link to station's website and a 250 word summary or less summary of its special characteristics. Provide name of content manager.
- ◆ **Best Radio Promotion:** This can be any local promotion or event the station has been involved in. Entry must include a two minute CD and a 250 word or less summary explaining the special characteristics.
- ◆ **Best Radio Creative:** This entry can be any local commercial created, written and produced by the submitting station. Entry must be sixty seconds or less and submitted in CD form.

Legendary Radio Station of the Year

Each year the WVBA will select a Legendary Station of the Year. The award is given to only one station regardless of market size. This can be won only one time by a station, and should represent everything that is special about radio broadcasting in West Virginia. To be eligible a station must be:

- ◆ A member in good standing of the West Virginia Broadcasters Association.
- ◆ In the current format of the station—or a close proximity of the current format—for a minimum of seven years.
- ◆ A station dedicated to strong community involvement.
- ◆ Able to demonstrate consistent listenership to the station.
- ◆ Able to show that a significant portion of the radio station programming—especially between 6AM and 7PM, Monday through Friday—is produced "live" by the radio station staff.

◆ Station demonstrate the ability to go “above and beyond.” Accompanying an entry form, a station must submit a CD that does not exceed five minutes in length, and prepare a 500-word or less document that describes what the station has accomplished in ratings, community involvement, and public service of a period of years. Please add a station logo jpeg file.

Radio Network Division

Unlike usual head-to-head competition, the network radio awards are simply based on a piece of work competing against judged excellence. A network would be identified as a broadcast originated in West Virginia to at least five or more radio stations.

Entries in this category must be made by submitting a CD with content that does not exceed three minutes and a document of explanation for the entry of 200-words or less. Three judges will review the material and will grade the work on a scale of one to five. If the consensus of the judges rates the work at four or better, an Excellence in Broadcasting certificate will be issued.

- ◆ **Network Newscast:** This is a regularly scheduled network newscast and should be entered as the individual who is anchoring the newscast. Entry is limited to one newscast per individual.
- ◆ **Network Sportscast:** This is a regularly scheduled network sportscast and should be entered as the individual who is anchoring the sportscast. Entry is limited to one sportscast per individual.
- ◆ **Network Long-Form Program:** This can be any long-form program with a duration exceeding fifteen minutes. A program can be on any subject, but entry is limited to one entry per program series.
- ◆ **Network Talk Show:** A talk show is identified as a radio program where listener and/or guest calls are rebroadcast. A program can be on any subject, but entry is limited to one entry per program series.
- ◆ **Network Sports Play-By-Play:** Play-by-play can be of any sporting event, but entry is limited to one entry per program series.
- ◆ **Network Special Series:** This category can include special network programs such as an outdoors show, daily commentaries, sports features, election coverage, or news features.

Television Division

Television Division - All markets included. Note: An entry which was broadcast on more than one station in a multi-station group may only be entered once. The categories are:

- ◆ **Best Community Outreach:** Involves only one subject. May be any public service announcement, locally produced by the station or a public service activity coordinated by the station or any form of gratis community outreach, which is a public service of the station to serve its local community.
- ◆ **Best Coverage of Spot News:** A single report or series of reports on breaking or unplanned news event under media deadline.
- ◆ **Best Hard News Story:** Coverage of a significant event affecting the community, may be either investigative or enterprise.
- ◆ **Best AM Newscast:** Best single, locally originated

newscast presentation before 1:00 p.m.

- ◆ **Best PM Newscast:** Best single, locally originated newscast presentation after 1:00 p.m.
- ◆ **Best Sportscast:** Body of work locally originated from a regularly scheduled sportscast presentation.
- ◆ **Best Weathercast:** Body of work locally originated from a regularly scheduled weathercast presentation.
- ◆ **Best Anchor:** Body of work by a single anchor.
- ◆ **Best General Assignment Reporter:** Body of work by a reporter displaying excellence in story telling.
- ◆ **Best Photojournalist:** Body of work displaying excellence in picture and sound.

Accompanying an entry form, an individual or station must submit a DVD that does not exceed five minutes in length per entry. Included should be a jpeg copy of the station logo. One entry per individual per category.

Creative Awards 60 seconds or less

- ◆ **Best Television Website:** Provide link to station's website, average monthly views per last 12 months and a 250 word or less summary of its special characteristics. Please provide name of content manager.
- ◆ **Best Television Creative:** This entry can be any local commercial or promotion, created, written and produced by the submitting station. Entry must be sixty seconds or less and submitted in DVD form.

Television Station of the Year

Criteria: Must be a member in good standing of the WVBA. All aspects of the station's operations during the period of January 1, 2008 and December 31, 2008 will be considered; including news, public/community service, station promotions, sales promotions, rating performance, local programming, special efforts in other areas, cooperation with the WVBA, as well as any additional factors that set your station apart and distinguish your station as Television Station of the Year.

Accompanying an entry form, a station must submit a DVD that does not exceed five minutes in length, and prepare a 500-word or less document that describes the accomplishments above for the period of January 1, 2008 through December 31, 2008.

John McKinney Excellence in Technology Award

The John McKinney Excellence in Technology Award is awarded to a WVBA member engineer, IT director or Internet specialist. Selection will be made from a list of nominations submitted by WVBA members.

Nominations should be one page in length describing the skills, accomplishments and attributes of the nominee and sent to via e-mail to wvba@wvba.com.

**Please see Rules and Guidelines
on the back of this brochure.**

**PLEASE NEATLY PRINT
YOUR ENTRY FORMS !!!!!!!!!!!!!!!**

Rules & Guidelines

Eligibility: The Excellence in Broadcasting Awards program is open to all commercial radio and television members of the West Virginia Broadcasters Association.

Airtime: Entries must have been broadcast between January 1, 2009 and December 31, 2009.

Entry Form: PLEASE PRINT CAREFULLY. Each entry must be accompanied by an Entry Form, payment (if applicable) and signature of the station manager. Incomplete entry forms will not be included in the competition. All entries should contain a jpeg copy of the station logo.

Deadline: Entries must be postmarked by January 22, 2010, to be eligible. No Exceptions.

Judging: Judging will be done by broadcasting peers outside of the State of West Virginia. An award will be given in each category, unless, in the opinion of the judges, no entry meets the minimum criteria. The decision of the judges is final.

Production of Entries: All entries must have been locally produced between the dates of January 1, 2009 and December 31, 2009. Entries may not be produced with outside advertising or production agency equipment, assistance or direction.

Entry Fees: See Entry Forms enclosed.

Video and Audio Submission: All entries will become property of the WVBA.

Television: DVD—Not to exceed five minutes in length.

Radio: CD—Not to exceed three minutes in length.

Presentation of Awards: Winning entries will be announced at the WVBA Spring Meeting at the Waterfront Place Hotel in Morgantown, WV on March 6th, 2010 during the WVBA Excellence in Broadcasting Awards Banquet. After that date winners will be posted on www.wvba.com.

Questions: For more information or questions on the program contact Michele Crist at 304.744.2143.



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