

**WVBA**  17<sup>th</sup> Annual  
**EXCELLENCE**  
IN BROADCASTING AWARDS

**Marriott Waterfront Place, Morgantown, WV**



**Saturday,  
April 4, 2020**

## **Radio Division**

The WVBA radio awards are divided into two market size categories - RANKED and UNRANKED.

RANKED include all stations licensed to designated Metro Counties of any Neilson rated radio market. In West Virginia those include (1) Wheeling, (2) Parkersburg, (3) Huntington, (4) Charleston, (5) Morgantown-Fairmont-Clarksburg, (6) Beckley and (7) Bluefield. All stations whose city of license does not fall into a metro county of the seven rated markets compete in the UNRANKED category.

### **Radio Station of the Year Categories**

**Country:** Any station that plays any form of country music including bluegrass, classic country and/or 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, contemporary Christian 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.

A station entrant must submit a document, maximum 250-words, that describes what the station has accomplished in audience ratings (if available), community involvement, promotions and public service. Submitter shall also provide an Mp3 file that does not exceed three-minutes in length along with an entry form.

### **Individual Radio Awards**

**Best Newscast:** Best single, locally originated newscast.

**Best Sportscast:** Best single, locally originated sportscast.

**Best Play-by-Play:** Submit only actual play-by-play highlights of a specific game, any sport...no interviews, halftime programs or production.

**Best Talk Show:** Best single, locally originated talk show.

**Best Morning Show:** This can be an individual or an ensemble that appears on the radio regularly between 5AM and 10AM. Can be one single show or a compilation of "best of" material.

**Best On-Air Radio Personality:** This can be any on-air radio personality who has a regular air shift in West Virginia. Can be one single show or a compilation of "best of" material.

A single individual can enter only one category described above in a single awards year. (Exception: a sport announcer may submit in both P x P and sportscast, a news reporter in both newscast and talk categories). The submitter must include an Mp3 file that does not exceed three-minutes in length.

### **Radio Creative Awards**

**Best Use of Digital Media:** Show us your best social media campaign, banner ad, web design or smart phone app. Provide three screen shots of your entry, along with a brief description and any URL addresses.

**Best Radio Promotion/Event Coverage:** This can be any local promotion or event the station created or has been involved in or covered. A maximum 250-word summary explaining the special characteristics must be included along with a no more than three minute MP3.

**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 Mp3 form.

### **Legendary Radio Station of the Year**

Each year the WVBA selects a Legendary Station of the Year. The award is given to only one station regardless of market size. The WVBA Legendary Station award 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 and 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.

A station that demonstrates a consistent ability to go "above and beyond."

Accompanying an entry form, a station must submit an Mp3 file that does not exceed five-minutes in length, and a maximum 500-word essay that describes what the station has accomplished in audience ratings (if available), community involvement, talent development and public service over a period of years.

## **Radio Network/Television Network Division**

The network festival 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 two or more radio or television stations.

Entries in this category must be made by submitting a Mp3 file for audio or either a mov/avi/mp4 file for video with content that does not exceed three-minutes and a document of explanation of 200-words or less.

**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 Sports Play-By-Play:** Play-by-play can be of any sporting event, but entry is limited to one entry per program series.

**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 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 Best Breaking News:** A single report on a breaking news story.

## **Television Division - All markets included.**

**Note:** A common entry that 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. Any station coordinated public service announcement or program - locally produced by the station - or a public service activity, or any other form of community outreach that was performed and executed.

**Best Locally Produced Television Show:** Any locally produced show of at least 30 minutes in duration other than a regularly scheduled newscast. Public affairs and news opinions or interviews shows are acceptable.

**Best Coverage of Breaking News:** A single report within six hours on a breaking news story.

**Best Feature News Report - Light Feature:** Reporting of a single or multipart feature news story or topic.

**Best Feature News Report - Serious Feature:** Reporting of a single or multipart feature news story or topic.

**Best Investigative News Story:** Coverage of a significant event or story affecting that required reporter/editor research other than routine reporting activities. **This video submission has an exception of a ten minute video.**

**Best AM Newscast:** Best single, locally originated newscast presentation before 1:00 p.m. Only one AM newscast may be submitted by the **Producer** per station.

**Best PM Newscast:** Best single, locally originated newscast presentation after 1:00 p.m. Only one PM newscast may be submitted by the **Producer** per station.

**Best Sports Anchor:** Entry can be part of one regularly scheduled locally originated sportscast or a compilation of "best of" material.

**Best Weathercaster:** Entry can be part of one regularly scheduled locally originated weathercast or a compilation of "best of" material.

**Best Anchor:** Entry can be part of one single show or a compilation of "best of" material.

**Best General Assignment Reporting:** Open to reporters focusing on the craft of daily deadline reporting of a single event or subject.

**Best MMJ:** Open to MMJ's who are shooting, writing, editing and presenting on air of a single event or subject.

**Best News Photographer:** A single story or compilation of work demonstrating excellence in composition, video quality and sound.

Accompanying the video entry form, an individual or station must submit either a mov/avi/mp4 file to the WVBA website that does not exceed five-minutes in length per entry. The file upload limit for the receiving server is 200MB. Entrants are limited to one entry per individual per category.

## **Television Creative Awards**

**Best Use of Digital Media:** Show us your best social media campaign, banner ad, web design or smart phone app. Provide three screen shots of your entry, along with a brief description and any URL addresses.

**Best Television Creative:** This entry can be any local commercial or promotion not to exceed 60-seconds that was created, written and produced by the submitting station.

## **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, 2019 and December 31, 2019 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 either a mov/avi/mp4 video file featuring the submitting station that does not exceed five-minutes in length and prepare a maximum 500-word or document that describes the accomplishments during the 2017 awards period.

## **Awards Categories Continued....**

**WVBA Distinguished Broadcaster Award** - Each year the WVBA recognizes an outstanding broadcaster in the Association. If you would like to nominate someone in your station for this award, please submit a one page summary of their accomplishments and the reason you and others feel they should be our 2020 WVBA Distinguished Broadcaster of the Year! Enter via email to [wvba@wvba.com](mailto:wvba@wvba.com)

**John McKinney Excellence in Engineering/Technology Award**

This is awarded to a WVBA member Engineer, IT director or Internet specialist. Nominations should be one page in length describing the skills, accomplishments and attributes of the nominee and sent via e-mail to [wvba@wvba.com](mailto:wvba@wvba.com).

## **RULES AND REGULATIONS**

**Eligibility:** The Excellence in Broadcasting Awards program is open to all WV licensed commercial radio and television members of the West Virginia Broadcasters Association. Limit three entries per person. A person may only have one entry per category.

**Entry Fee:** \$15 per entry. Entries will not be processed until fees are recorded. All checks should be made out to the WVBA and mailed to PO Box 8499, So Charleston, WV 25303.

**Entries:** All entries are submitted electronically at [www.wvba.com](http://www.wvba.com) All entries will become property of the WVBA. Once an entry has been submitted, an email confirmation will be sent. **You must be registered on the WVBA site to access the Awards page.**

**Deadline:** Entries must be submitted by January 31, 2020 to be eligible. **No Exceptions.**

**Airtime and Production of Entries:** All entries must have been locally produced and/or broadcast between the dates of January 1, 2019 and December 31, 2019. Entries may not be produced with outside advertising or production agency equipment, assistance or direction.

**Video and Audio Submission: Please see the website for file options.**

Television: Either a mov/avi/mp4 file and Word Documents

Radio: Mp3 files & Word Documents

Network: Mp3 files, Vimeo and Word Documents

**Presentation of Awards:** Winning entries will be announced on April 4th at the WVBA Excellence In Broadcasting Awards Banquet at the Marriott Waterfront Place, Morgantown, WV. After that date all winners will be posted on [www.wvba.com](http://www.wvba.com).

**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.

Michele C. Crist, Executive Director  
P.O. Box 8499  
South Charleston, WV 25303  
Phone: 304-744-2143

Email: [mcrist@wvba.com](mailto:mcrist@wvba.com) Website: [www.wvba.com](http://www.wvba.com)

