

CATEGORIES

Best Radio

Category

- R-1** Best **RADIO COMMERCIAL** produced on behalf of an advertiser by a radio station.
- R-2** Best **RADIO STATION PROMOTION ANNOUNCEMENT OR SERIES** produced on behalf of a station or program.*
- R-3** Best **PUBLIC SERVICE ANNOUNCEMENT/CAMPAIGN** produced by a radio station.
- R-4** Best individual **PUBLIC AFFAIRS PROGRAM OR SERIES** produced by a radio station.*
- R-5** Best coverage of **SPOT NEWS**. A single report or a series of reports on a breaking or "unplanned" news event under media deadline.*
- R-6** Best **LOCAL NEWSCAST**. Entry to include up to three complete newscasts.*
- R-7** Best **FEATURE STORY**. A single report which aired in a newscast as relief or contrast to serious reporting - human interest, subject portrayal, creative writing, entertainment value, effective use of audio.*
- R-8** Best **STATION SPONSORED EVENT** demonstrating radio's ability to successfully create or promote a community event. Radiothons, parades, concerts, etc.*
- R-9** Best **ON-AIR BROADCAST PERSONALITY OR TEAM**. Maximum length of entry ten minutes.
- R-10** Best coverage of a **LOCAL SPORTING EVENT**. Five minute excerpt of play-by-play or similar sporting event.
- R-11** Best **SPORTSCAST**. Five minute excerpt of sportscast.
- R-12** Best **COMMENTARY/EDITORIAL** produced by a radio station.*

Best TV

Category

- T-1** Best **TELEVISION COMMERCIAL** produced on behalf of an advertiser by a television station.
- T-2** Best **TELEVISION STATION PROMOTION ANNOUNCEMENT OR SERIES** produced on behalf of a station or program.*
- T-3** Best **PUBLIC SERVICE ANNOUNCEMENT/CAMPAIGN** produced by a television station.*
- T-4** Best individual **PUBLIC AFFAIRS PROGRAM OR SERIES** produced by a television station.*
- T-5** Best coverage of **SPOT NEWS**. A single report or series of reports on a breaking or "unplanned" news event under media deadline. Total entry not to exceed 10 minutes.
- T-6** Best **HARD NEWS STORY** coverage of a significant event affecting the community.*
- T-7** Best **FEATURE NEWS STORY**. A single report which aired in a newscast as relief or contrast to serious reporting.*
- T-8** Best **LOCALLY ORIGINATED NEWSCAST**.*
- T-9** Best **DOCUMENTARY PROGRAM** produced by a television station.*
- T-10** Best coverage of a **LOCAL SPORTING EVENT**. Five minute excerpt of play-by-play or similar sporting event.
- T-11** Best **SPORTSCAST**. Five minute excerpt of sportscast.
- T-12** Best locally produced individual program or series **DESIGNED FOR CHILDREN**.*
- T-13** Best **LOCALLY PRODUCED TV SHOW**.*

**Program as broadcast may be of any length, but the actual clip that is entered may not exceed 30 minutes.*