

***** 2016 Awards Criteria *****

TELEVISION

Entries must have been produced and aired between
January 1, 2016 to November 30, 2016

***** NOTE:** To be entered online at

www.bestinmedia.com

Entry Fee: \$20 per individual entry (limit of 10 per category allowed)

***** NEW RULE ***:** There must be at least two (2) stations entered within a category for there to be a winner in that category. Any category with only one entering station will not be judged.

Judging will be for individual stations (call letters), not for broadcast groups (KXXX-TV will be judged individually, but Ernie's Broadcast Group of 3 stations will not be judged as a single entry).

Entries in ALL categories will be original station production, with no agency or "canned production" involvement.

Judging in ALL categories will be based on the best and most creative use of the medium.

Category Description

T-1 Best Commercial Spot Announcement
For a client, not to exceed 60-seconds.

T-2 Best Station Image Promotional Announcement (promoting the overall image of the submitting station)
Announcements not to exceed 60-seconds.

Non-Comm - T-2 Best Station Image Promotional Announcement (promoting the overall image of the submitting station)
Announcements not to exceed 60-seconds.

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

T-3 **Best Public Service Announcement (Single Spot)**
Not to exceed 60-seconds.

Non-Comm - T-3 **Best Public Service Announcement (Single Spot)**
Not to exceed 60-seconds.

T-4 **Best Public Service Campaign**
No spot announcement to exceed 60-seconds. All spots and related materials in this category to support the same campaign. All production to be done by the station, with no agency involvement or “canned” production. (all spots must be on file not to exceed 5 min)

Non-Comm - T-4 **Best Public Service Campaign**
No spot announcement to exceed 60-seconds. All spots and related materials in this category to support the same campaign. All production to be done by the station, with no agency involvement or “canned” production. (all spots must be on file not to exceed 5 min)

T-5 **Best 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. This award will honor the efforts the station makes to identify and meet the needs of their community. There are two required files and optional file for this entry: (1) A PDF document: listing up to three individuals most responsible for the project; a required detailed narrative that specifically details the project; a narrative on how the project fulfilled a community need or improved the area’s quality of life; and describe the project, its goals and objectives, and its results in 2,000 words or less. (documents, including photos, must be in PDF) (2) **At least one letter of endorsement from project beneficiary must be included in the submission materials.** (3) In a separate file you may include photos and/or video (limit 5 minutes) to support your entry

Non-Comm - T-5 **Best 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. This award will honor the efforts the station makes to identify and meet the needs of their community. There are two required files and optional file for this entry: (1) A PDF document: listing up to three individuals most responsible for the project; a required detailed narrative that specifically details the project; a narrative on how the project fulfilled a community need or improved the area’s quality of life; and describe the project, its goals and objectives, and its results in 2,000 words or less. (documents, including photos, must be in PDF) (2) **At least one letter of endorsement from project beneficiary must be included in the submission materials.** (3) In a separate file you may include photos and/or video (limit 5 minutes) to support your entry

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

T-6 Best Uniquely “Oregon” Program Produced by Station

Entry to include an air-check sample of the program or series. Entry to have no commercials. Must be 100% original programming by station. No syndication programming will be judged.

Non-Comm - T-6 Best Uniquely “Oregon” Program Produced by Station

Entry to include an air-check sample of the program or series. Entry to have no commercials or underwriter messages. Must be 100% original programming by station. No syndication programming will be judged.

T-7 Best Public Affairs Program

Any length program, however entry to be no more than 15 minutes in length. Judging based on the best and most creative use of the medium in presenting a community need and / or problem in program form.

Non-Comm - T-7 Best Public Affairs Program

Any length program, however entry to be no more than 15 minutes in length. Judging based on the best and most creative use of the medium in presenting a community need and / or problem in program form.

T-8 Best Newscast

Entry to be from any day of the year, and up to 15-minutes in length. All commercials are to be cut from the entry.

T-9 Best Coverage of Breaking News

Entry to be coverage of a single unanticipated news event. Entry may include multiple live and taped elements, and online content. Entry to be no more 15 minutes in length.

T-10 Best Single News Story

Limit news story to up to 5 minutes.

Non-Comm - T-10 Best Single News Story

Limit news story to up to 5 minutes.

T-11 Best Investigative Reporting

Entries to be the reporting of a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of the research, the presentation, and the impact of the reporting. Entry will require online text synopsis. Entry to be no more than 30 minutes in length.

Non-Comm - T-11 Best Investigative Reporting

Entries to be the reporting of a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of the research, the presentation, and the impact of the reporting. Entry will require online text synopsis. Entry to be no more than 30 minutes in length.

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

- T-12** **Best News Series**
Entry to be a single story or multiple elements involving a serious subject, and be no more than 15-minutes in length.
- T-13** **Best Feature News Report – Serious Subject**
Entry to be reporting of a single feature news story or topic. Entry to be up to 10-minutes in length.
- Non-Comm T-13** **Best Feature News Report – Serious Subject**
Entry to be reporting of a single feature news story or topic. Entry to be up to 10-minutes in length.
- T-14** **Best Feature News Report – Light (not serious) Subject**
Entry to be reporting of a single feature news story or topic. Entry to be up to 10-minutes in length.
- Non-Comm T-14** **Best Feature News Report – Light (not serious) Subject**
Entry to be reporting of a single feature news story or topic. Entry to be up to 10-minutes in length.
- T-15** **Best Weathercast**
Entry to be from any day of the year, and up to 8-minutes in length. All commercials are to be cut from the entry.
- T-16** **Best News Image Promotional Announcement (*promoting the News Department of the submitting station*)**
Entry to be no more than 60-seconds in length.
- T-17** **Best Photography**
Entry to be up to 10 minutes, and include a single story or multiple elements.
- Non-Comm - T-17** **Best Photography**
Entry to be up to 10 minutes, and include a single story or multiple elements.
- T-18** **Best Use of Digital Media**

This award will be given to the station that makes the digital world work for them. Show us your best social media campaign (Facebook, Twitter, Google+) banner ad, viral video, website using LOCAL content or smart phone app. (or all of the above). Interconnectivity of any or all of the above is welcome. Suggested formats: A website, Facebook or Twitter URL, documents stating mission statement, testimonials, market results, interactive traffic, personal stories (PDF) Screenshot images of any online pages. (jpeg or png)

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

Non-Comm - T-18 Best Use of Digital Media

This award will be given to the station that makes the digital world work for them. Show us your best social media campaign (Facebook, Twitter, Google+) banner ad, viral video, website using LOCAL content or smart phone app. (or all of the above). Interconnectivity of any or all of the above is welcome. Suggested formats: A website, Facebook or Twitter URL, documents stating mission statement, testimonials, market results, interactive traffic, personal stories (PDF) Screenshot images of any online pages. (jpeg or png)

T-19 Best Single Sports Story

Entry to include a single story or multiple parts, and be no more than 3-minutes in length. Entry must cover a live sporting event (no features or personal profiles).

Non-Comm - T-19 Best Single Sports Story

Entry to include a single story or multiple parts, and be no more than 3-minutes in length. Entry must cover a live sporting event (no features or personal profiles).

T-20 Television Sports Announcer of the Year

Entry to include any sportscast, sports specials, or play-by-play. Judging based on mic presence, enthusiasm, and involvement in the event. Entry to not exceed 5-minutes.

Non-Comm - T-20 Television Sports Announcer of the Year

Entry to include any sportscast, sports specials, or play-by-play. Judging based on mic presence, enthusiasm, and involvement in the event. Entry to not exceed 5-minutes.

T-21 Television Station of the Year

Winner will be decided by the following three criteria:

- Each station wanting to compete for the “Television Station of The Year” will write a one-page (400 words or less) explanation of the station’s public service activity between January 1, 2016 to November 30th, 2016 (must be in PDF). The top three (3) submitting entrants, as judged by the panel of judges, will compete for “Television Station of The Year”;
- The total number of entries in Category T-3 “Best Public Service Spot Announcement”, Category T-4 “Best Public Service Campaign”, and T-5 “Best Service Project of the Year” (total of all the entries from this station in category T-3, T-4 and T-5) will be added to;
- The total number of First Place winning entries from the submitting station in all categories

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

Non-Comm – T-21 Non-Commercial Television Station of the Year

Winner will be decided by the following three criteria:

- Each station wanting to compete for the “Non-Commercial Television Station of The Year” will write a one-page (400 words or less) explanation of the station’s public service activity between January 1, 2016 to November 30th, 2016 (must be in PDF). The top three (3) submitting entrants, as judged by the panel of judges, will compete for “Non-Commercial Television Station of The Year”;
- The total number of entries in Category T-3 “Non-Commercial Best Public Service Spot Announcement”, Category T-4 “Non-Commercial Best Public Service Campaign”, and T-5 “Non-Commercial Best Service Project of the Year” (total of all the entries from this station in category Non-Comm T-3, Non-Comm T-4 and Non-Comm T-5) will be added to;
- The total number of First Place winning entries from the submitting station in **all Non-Commercial categories**.

[All entries must have been produced and aired between January 1, 2016 to November 30th, 2016]

NOTE +++ NOTE +++ NOTE +++ NOTE

Deadline for submission of entries: **11:59 p.m. Pacific Time, Sunday, January 15th, 2017 at www.bestinmedia.com**

If you have Questions:

Use this email address – theoab@bestinmedia.com

Call one of these phone numbers: [M-F 9AM – 4PM Pacific Time]

General Support Line (*forms, checking on entries, log in questions*) - -
208-340-1351

Technical Support Line (Media Manager, additional log in questions, file formatting) - - **208-286-7664**

“New Log in’s for 2016”

Once again, because of the change-over of staffing and assigned award duties at different stations, you WILL NEED TO CREATE A NEW ACCOUNT FOR THIS UPCOMING AWARDS SEASON. You may use the same username / password / name / email, but you do need to set it up again. The very cool thing is we have built a new account creation app for the site. No Activation email to SPAM, no site re-direct. Just click on the Create New Account, fill out the very short form and fill out one of those captcha images...you are registered and already logged in. Very cool!

Step 1: Go to www.bestinmedia.com (do not use any of last year’s bookmarks)

Step 2: Roll over “Log In / Create Account” then click on “Create Account” in the dropdown box

Step 3: Fill out the simple form, submit it and you are in!!! Use the roll over “Log In / Create Account” link every time you want to get into the site



Name :

Username :

Email :

Confirm email :

Password : (minimum 6 characters)

Confirm password :

Please verify that you are a real person by answering the question below. (Required)

What is nine plus five?

