

# 2021 BROADCAST EXCELLENCE AWARDS



**ENTRY DEADLINE**  
**MONDAY, JANUARY 10, 2022**  
**12:00 P.M.**

**QUESTIONS?**  
Email: [awards@michmab.com](mailto:awards@michmab.com)  
Call: 517-484-7444

For complete details visit  
[BroadcastExcellenceAwards.com](http://BroadcastExcellenceAwards.com)

## COMMERCIAL RADIO CATEGORIES

*All category time limits, and most descriptions have been updated. Please respect the time limits for each category. Judges will be asked to stop listening to entries at the time limit.*

*Network Radio categories are the same as the Commercial Radio categories.*

**1. BREAKING NEWS STORY** - A single report, or series of reports on initial coverage of a breaking or "unplanned" news event (including storm coverage), branded as "Breaking News," under immediate deadline, and within 24 hours of the breaking news event (Extended, in-depth coverage should be submitted in the Continuing Coverage Category). Entry may include a maximum 200-word description. Maximum length of entry – twenty (20) minutes.

Criteria: Manner in which the news organization responded, presentation of facts, delivery, follow-ups, and news elements uncovered.

**2. COMMERCIAL** - A single commercial or series of commercials for one client. May be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or directions. Maximum length of entry - three (3) minutes.

Criteria: Creativity, effectiveness, and production.

**3. COMMUNITY INVOLVEMENT** - Public service activities coordinated by the station or any forms of gratis community outreach which are a public service of the station to serve its local community. Entry must include a maximum 200-word explanation of the events. Stations may include video/audio reels summarizing events that are no longer than ten (10) minutes in length. Stations are limited to one entry in this category.

Criteria: Station efforts, creativity, and community impact.

**4. CONTINUING COVERAGE** - Coverage of current events over an extended number of reports. Entries should include an up to thirty (30) minute composite of your best news coverage of a continuing current event. Entry may include a maximum 200-word explanation of coverage.

Criteria: Presentation of facts, thoroughness, story advancement, significance, and delivery.

**5. FEATURE PROGRAMMING** - A series of reports on a single topic which may be a public affairs program featuring issues of interest to Michigan citizens of all ages (may be children's programming, recreation, sports, special performances, parades, concerts, et.) at local and state levels. Entry may include a maximum 200-word description. Maximum length of entry – thirty (30) minutes.

Criteria: Production, relevancy, creativity.

**6. FEATURE/USE OF MEDIUM** - A single report which aired in a newscast. Entry may include a maximum 200-word description. Maximum length of entry – ten (10) minutes.

Criteria: Human interest, subject portrayal, creative writing, entertainment value, effective use of audio, video and editing medium.

**7. INVESTIGATIVE STORY** - Coverage of a significant event or issue affecting the community. May be an investigative or enterprise story. Entry may include a maximum 200-word description. Maximum length of entry – thirty (30) minutes.

Criteria: Significance, presentation of facts, thoroughness, delivery.

**8. MARKETING MATERIALS AND PROMOS** - Promotion of your station or a promotional announcement for a program your station produces and airs. Must be written, produced, and aired on your station. May be single announcement or series. Maximum length of entry – fifteen (15) minutes.

Criteria: Creativity, effectiveness, and production.

**9. MINI-DOCUMENTARY OR SERIES** - Series of reports on a single topic which may be included in a regularly scheduled newscast. Entry may include a maximum 200-word description. Maximum length of entry – thirty (30) minutes.

Criteria: Significance, resourcefulness, comprehensiveness, thoroughness of research, production value.

**10. MORNING SHOW BROADCAST PERSONALITY OR TEAM** - Best on-air morning broadcast personality or broadcast team. Maximum length of spot – ten (10) minutes.

Criteria: Production, effectiveness, and creativity.

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**11. NEWSCAST** - Best locally originated newscast. Maximum length of entry – thirty (30) minutes.  
Criteria: Presentation, production value, interest of stories presented and overall impact of the newscast.

**12. PLAY-BY-PLAY SPORTS** - Best locally originated play-by-play live sports coverage of 1 game. Maximum length of entry – thirty (30) minutes.  
Criteria: Presentation, production value.

**13. REGULARLY SCHEDULED BROADCAST PERSONALITY OR TEAM** - Best regularly scheduled on-air weekday or weekend broadcast personality or broadcast team. Morning show broadcast personalities or teams should enter in the #10 Morning Show category. Maximum length of spot – ten (10) minutes.  
Criteria: Production, effectiveness, creativity.

**14. SPECIAL SHOW BROADCAST PERSONALITY OR TEAM** - Best on-air special broadcast personality or broadcast team. Maximum length of spot – ten (10) minutes.  
Criteria: Production, effectiveness, and creativity.

**15. SPORTS** - Best locally originated sportscast or sports feature. Maximum length of entry – fifteen (15) minutes.  
Criteria: Presentation, production value, interest of stories presented.

**16. USE OF NEW MEDIA (Single Project)** - Stations should showcase their use of new media for one single project or story. Entries should include a use of new media, meaning communication using digital technologies. These digital technologies could include one or more of the following: use of the internet, social media, a piece of technology, mobile application, podcast, or other forms of new media. Entries must include an audio and/or visual presentation and a short explanation (500 words or less). An example of an entry would include a story featured on the stations Facebook page that is enhanced by a 360-degree photo or interactive element.  
Criteria: Innovation, creativity, and journalistic excellence.

**17. USE OF NEW MEDIA (All Encompassing)** - Stations should showcase their use of new media for multiple projects/stories or the brand of the station. Entries should include a use of new media, meaning communication using digital technologies. These digital technologies could include one or more of the following: use of the internet, social media, a piece of technology, mobile application, podcast, or other forms of new media. Entries must include an audio and/or visual presentation and a short explanation (500 words or less). An example of an entry would include how the station's mobile application complements the Twitter and Facebook feeds by promoting their brand to the public.  
Criteria: Innovation, creativity, and journalistic excellence.

### COMMERCIAL RADIO STATION OF THE YEAR

All commercial radio stations entering the Broadcast Excellence Awards will be eligible for the Station of the Year. Station of the year will be based on the total cumulative points for all awards won, with additional points added in the following weighted categories:

#### Commercial Radio (UPDATED LIST)

Commercial  
Community Involvement  
Continuing Coverage  
Newscast  
Personality\*

\*Stations may enter any of the listed Personality categories. If a station wins Best or Merit in more than one Personality category, the highest points won in any of the Personality categories will be applied to the Station of the Year competition.

#### Tie Breaker

In the event of a tie, the station with the most Best awards will be awarded Station of the Year. If a tie remains, the station who placed highest in the Community Involvement category will be awarded Station of the Year.