

2021 BROADCAST EXCELLENCE AWARDS



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

QUESTIONS?
Email: awards@michmab.com
Call: 517-484-7444

For complete details visit
BroadcastExcellenceAwards.com

COMMERCIAL TV 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 Television categories are the same as the Commercial Television categories, with the addition of the Independent Producer Category outlined in the Public Television Division.

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/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, effective use of audio, video and editing medium.

6. INVESTIGATIVE STORY - Coverage of a significant event affecting the community. May be an investigative or enterprise story. Maximum length of entry – thirty (30) minutes.

Criteria: Significance, presentation or facts, thoroughness, and delivery.

7. 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.

8. MINI-DOCUMENTARY OR SERIES - Series of reports on a single topic which may be included in a regularly scheduled newscast. Maximum length of entry – thirty (30) minutes.

Criteria: Significance, resourcefulness, comprehensive, thoroughness of research and production values.

9. NEWSCAST - Best locally originated newscast. Maximum length of entry – thirty (30) minutes.

Criteria: Presentation, production values, interest of stories presented and overall impact of the newscast.

10. NEWS ANCHOR - A compilation clip highlighting applicants news anchor abilities. Maximum length of entry – ten (10) minutes. Each station is allowed to enter up to five candidates.

Criteria: Story approach, on-air presence, and delivery.

11. NEWS REPORTER - A compilation clip of 3-5 events highlighting in the field news reporter. Maximum length of entry – ten (10) minutes. Each station is allowed to enter up to five candidates.

Criteria: Writing, story approach, on-air presence, and delivery.

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12. NEWS SPECIAL - A single program which aired separately from a regularly scheduled newscast and is at least thirty (30) minutes in length. Maximum length of entry – sixty (60) minutes.

Criteria: Significance, resourcefulness, comprehensiveness, thoroughness of research and production values.

13. PHOTOJOURNALIST - A compilation clip of 3-5 events showing applicant's best work. Maximum length of entry – ten (10) minutes. Each station is allowed to enter up to five candidates.

Criteria: Creativity, continuity, and technical production.

14. SPECIAL INTEREST PROGRAMMING - Public affairs program featuring issues of interest to Michigan citizens of all ages (may be children's programming, recreation, sports, special performances, parades, concerts, etc.) at local and state levels. Maximum length of entry – sixty (60) minutes.

Criteria: Locally produced, presentation, production, and comprehensiveness.

15. SPORTS - Best locally originated, sportscast or sports feature. Maximum length of entry – fifteen (15) minutes.

Criteria: Presentation, production values, and 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.

18. WEATHERCAST - A locally originated, regularly scheduled weather broadcast. Maximum length of entry – ten (10) minutes.

Criteria: Clear presentation of facts, delivery/communication skills and effective use of available technology to enhance audience understanding.

COMMERCIAL TELEVISION STATION OF THE YEAR

All commercial TV 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 Television (UPDATED LIST)

Community Involvement
Breaking News Story
Newscast
Sports
Weathercast

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.