

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

PUBLIC RADIO CATEGORIES

Entries, including those with multiple clips, may not exceed sixty (60) minutes in total length unless otherwise specified. Please respect the time limits for each category. Judges will be asked to stop listening to entries at the time limit.

- 1. COMMUNITY INVOLVEMENT** - May be any public service announcement locally produced by the station, a public service activity coordinated by the station or any form of gratis community outreach which is a public service of the station to serve its local community. Submit file and any substantiating material. Entry must include an explanation of events.
- 2. FEATURE/USE OF MEDIUM** - A single report which may have aired in a newscast as relief or contrast to serious reporting or a long form program.
Criteria: Human interest, subject portrayal, creative writing, entertainment value, effective use of audio, video and editing medium.
- 3. HARD NEWS & CURRENT EVENTS STORY** - Coverage of a significant event effecting the community. May be an investigative or enterprise story.
Criteria: Significance, preservation of facts, thoroughness and delivery.
- 4. MARKETING MATERIALS & 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.
Criteria: Creativity, effectiveness, and production.
- 5. MEMBERSHIP APPEAL** - A live or pre-produced pitch or spot which is engaging and moves listeners to action.
Criteria: Should be unique, entertaining, and creative.
- 6. MINI-DOCUMENTARY OR SERIES** - Series of reports on a single topic which may be included in a regularly scheduled newscast.
Criteria: Significance, resourcefulness, comprehensive, thoroughness of research, and production values.
- 7. MUSICAL PROGRAMMING** - Best locally originated, regularly produced musical programming.
Criteria: Presentation, entertainment value, creativity, and enrichment.
- 8. NEWSCAST** - Best locally originated newscast.
Criteria: Presentation, production values, interest of stories presented, and overall impact of the newscast.
- 9. NEWS SPECIAL OR PUBLIC AFFAIRS PROGRAM** - A single, self-contained report or program which aired separately from a regularly scheduled news program and is at least thirty (30) minutes in length.
Criteria: Significance, resourcefulness, comprehensiveness, thoroughness of research, and production values.
- 10. SPECIAL INTEREST & CULTURAL 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.
Criteria: Locally produced, presentation, production, and comprehensiveness.
- 11. STATION EXCELLENCE (FORMERLY STATION OF THE YEAR)** - A 1,000-word maximum essay explaining why the station is deserving of the overall Station of the Year title. Must include as least three (3) testimonials or letters of support from station partners, sponsors and/or affiliates. A station **MUST** enter this category to be considered for station of the year.

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

PUBLIC RADIO CATEGORIES

Entries, including those with multiple clips, may not exceed sixty (60) minutes in total length unless otherwise specified. Please respect the time limits for each category. Judges will be asked to stop listening to entries at the time limit.

12. USE OF NEW MEDIA - Stations should showcase their use of new media in single or multiple projects. Entries should include one or more of the following: use of the Internet and/or web, social media, tablets, cell phones, mobile apps, podcasts, or other forms of new media. Entries must include an audio and/or visual presentation and a short explanation (500 words or less).

Criteria: Innovation, creativity, and journalistic excellence.

PUBLIC RADIO STATION OF THE YEAR

Only those public radio stations who enter the Station Excellence category are eligible for Station of the Year. Station of the Year will be based on the total cumulative points for ALL awards won, with weighted points in the Station Excellence category. The winners of both the Best and the Merit award in the Station Excellence category will receive an additional 60 points to be counted toward Station of the Year.

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 Best in the Community Involvement category will be awarded Station of the Year.