

# 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)

## PUBLIC TELEVISION 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** - A compilation clip with 3-5 events. 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. Entry must include a maximum 200-word explanation of events. Stations may include video/audio reel summarizing events that is no longer than five (5) minutes in length. One entry will be allowed per station.

Criteria: Production, creativity, and community impact.

**2. CULTURAL & PERFORMING ARTS** - A single program or series primarily featuring performances. May include no more than three (3) excerpts from a series.

Criteria: Subject portrayal, entertainment value, and effective use of audio, video and editing medium.

**3. CULTURAL PROGRAMMING** - A cultural documentary or series that presents the arts or cultures of a community.

Criteria: Enrichment, thoroughness, production, and presentation.

**4. INDEPENDENT PRODUCER** - May only be entered by a Public Television Station. An independently produced program or series that must have aired on the sponsoring public station.

Criteria: Presentation, production, thoroughness, and enrichment.

**5. MARKETING MATERIALS & PROMOTIONS** - 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.

**6. 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.

**7. 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.

**8. NEWS OR PUBLIC AFFAIRS SPECIAL** - Best locally originated news or public affairs program or series.

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

**9. NEWS SPECIAL OR DOCUMENTARY** - A single, self-contained report or program which is a least thirty (30) minutes in length.

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

**10. SPECIAL INTEREST** - Public affairs program featuring issues of interest to Michigan citizens of all ages (may be children's programming, parades, etc.) at local and state levels.

Criteria: Presentation, production, comprehensiveness, and enrichment.

**11. SPORTS, OUTDOOR OR RECREATION** - Best locally originated outdoor or recreation program, series, or live sports coverage.

Criteria: Presentation, production values, and interest of stories presented.

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**12. 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 award. Must include at 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.

**13. 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 TELEVISION STATION OF THE YEAR**

Only those public television 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 sixty (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.