

2010 Broadcast Excellence Awards



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Important Information

NEW Entry Fees

\$42 per station, per entry: MAB or MAPB Members Only.

\$80 per station, per entry: Non-members

Eligibility

Production and broadcast must have occurred between January 1, 2010 and December 31, 2010.

Deadline

Entries must be received via the online entry system by 11:59 p.m. on Tuesday, January 11, 2011 to be entered into the awards program.

Questions

For more information or questions, contact the MAB at (800) 968-7622 or via e-mail at awards@michmab.com.

Market Divisions

Commercial Radio

Market 1Detroit Metro Area

Market 2Ann Arbor, Battle Creek, Flint, Grand Rapids, Kalamazoo, Lansing & Tri-Cities

Market 3Adrian, Cadillac, Jackson, Port Huron & Traverse City

Market 4Alpena, Escanaba, Marquette & others

Commercial Television

Market 1Detroit Metro Area

Market 2Flint, Grand Rapids, Kalamazoo & Tri-Cities

Market 3Cadillac, Jackson, Lansing & Traverse City

Market 4Alpena, Escanaba, Marquette & others

Statewide Broadcasting

Radio

Television

Public Radio

Group 1Public radio stations with less than a \$2 million budget.

Group 2Public radio stations with more than a \$2 million budget.

NEW Public Television

All Public television stations will compete in one public television division.

NEW Station of the Year

All commercial radio & 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 Radio

- Newscast
- Commercial
- Marketing Materials and Promos
- Personality*
- Community Involvement

Commercial Television

- Investigative Story
- Weathercast
- Sports
- Newscast
- Community Involvement

*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.

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

Public Radio & Television

The Station of the Year Award will not be presented in any public radio or public television divisions for the 2010 Broadcast Excellence Awards Program. The decision was made by the MAPB Board of Directors to suspend Station of the Year for the 2010 Broadcast Excellence Awards program to restructure the criteria to better reflect Public Broadcasting.

Categories

Market is defined by size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

Networks

Network categories are the same as the commercial categories.

Commercial Radio

1. Breaking News Story
2. Investigative Story
3. Feature Programming
4. Feature/Use of Medium
5. Morning Show Broadcast Personality/Team
6. Midday Show Broadcast Personality/Team
7. Afternoon Show Broadcast Personality/Team
8. Special Show Broadcast Personality/Team
9. Sports
10. Play-By-Play Sports
11. Newscast
12. Commercial
13. Community Involvement
14. Marketing Materials & Promos

Commercial Television

1. Breaking News Story
2. Investigative Story
3. Mini-Documentary or Series
4. Feature/Use of Medium
5. Weathercast
6. Sports
7. Newscast
8. News Special
9. Special Interest Programming
10. Commercial
11. Community Involvement
12. Marketing Materials & Promos
13. News Reporter
14. Photojournalist

Public Radio

1. Hard News & Current Events Story
2. Mini-Documentary or Series
3. Feature/Use of Medium
4. Sports
5. Newscast
6. News Special or Public Affairs Program
7. Special Interest & Cultural Programming
8. Membership Appeal
9. Community Involvement
10. Marketing Materials & Promos

Public Television

1. Hard News & Current Events Story
2. Mini-Documentary or Series
3. Feature/Use of Medium
4. Cultural & Performing Arts
5. Sports, Outdoor or Recreation
6. News or Public Affairs Special
7. Special Interest & Cultural Programming
8. Membership Appeal
9. Community Involvement
10. Marketing Materials & Promos
11. News Special or Documentary

Rules

1. This competition is open to all commercial stations, public stations and statewide broadcasting networks based in Michigan. Commercial stations may only enter in the Commercial categories and Statewide Broadcasting Networks are eligible to enter in all Commercial categories and only category #7 "Special Interest & Cultural Programming" from the Public categories. Only stations receiving Corporation for Public Broadcasting (CPB) funding may enter in the Public categories. Public stations are defined as a station licensed to operate as a non-commercial broadcasting station with primary studios and FCC authorized broadcast operations in Michigan and in partnership with another entity or itself meeting the then applicable minimum qualifications established by the Corporation for Public Broadcasting for Community Service Grants, as adjusted from time to time.
2. To enter in the Statewide Broadcasting Networks divisions, entrants must be a Michigan-based producer of network and syndicated programming. Entry must be aired on Michigan licensed broadcast stations.
3. Statewide broadcasting networks are not eligible for Station of the Year.
4. All entries must have been produced and broadcast during the 2010 calendar year from January 1, 2010 to December 31, 2010.
5. Entries must have been created, produced and aired by the entrant's station. Awards are given to an individual station, not to individual talent. All entries must identify themselves by using one set of station call letters unless the group of call letters are COMPLETELY simulcast.
6. Entries are limited to three (3) per station in each category with the exception of the Community Involvement category which is limited to one (1) and the Commercial Television News Reporter and Commercial Television Photojournalist categories which are limited to five (5).
7. **NEW** ALL ENTRIES MUST BE SUBMITTED USING THE ONLINE ENTRY SYSTEM. HARD COPIES WILL NOT BE ACCEPTED.
8. **NEW** Each entry, or group of entries, must submit a station logo file in .jpg form. All audio entries must be submitted in an Mp3 file format and all video entries must be submitted using MPEG2 file format. No other file formats will be accepted. Please see website for specific file specs.
9. **NEW** Due to the limitations of online protocol, no individual entry may exceed a file size of 2GB.
10. **NEW** All requested information must be complete in order to qualify. A form of payment must be chosen at the time of entry and all payments must be received no later than January 17, 2011 OR THE ENTRIES WILL NOT BE SUBMITTED FOR JUDGING.
11. **NEW** Entry fees are \$42 per entry for MAB or MAPB members and \$80 per entry for non-members. All fees must be paid by January 17, 2011. If more than one entry is submitted, all fees may be paid in one payment.
12. Entries must be submitted by **Tuesday, January 11, 2011 by 11:59 p.m.**
13. Finalists will be notified by February 14, 2011. Winners, including the Stations of the Year, will be announced at the Great Lakes Broadcasting Conference and Expo, Wednesday, March 9, 2011 during a special Broadcast Excellence Awards Presentation.
14. Judging will be conducted by broadcasting peers outside the state of Michigan.
15. An award will be given in each category unless, in the opinion of the judges, no award is deserved. The decision of the judges is final.
16. All entries **must** be produced by the station or network. Entries may not be produced with outside advertising or production agency equipment, assistance or direction. Public entries must be at least 51% locally produced. Public programs distributed throughout the state may be entered by the originating station only.
17. Entries without payment and/or completed entry information will be disqualified.

18. **NEW** Points for Station of the Year consideration are as follows: Best Award = 10 points; Merit Award = 5 points; and 10 additional points per winning entry will be awarded in the weighted categories. The Station of the Year award points will be calculated and verified by an independent accounting firm.

19. Disputes, of any kind, about this program will be reviewed by the MAB Awards Committee.

Presented by:



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Plan Now for a New Media Division in 2011!



New Media Division

ALL radio stations and networks statewide, both commercial and public, will have the chance to compete in the **New Media Radio Division**.

ALL TV stations and networks statewide, both commercial and public, will have the chance to compete in the **New Media TV Division**.

These divisions are separate from the current commercial, public and network divisions. Each new division will consist of three new categories including:

- Best Use of New Media
- New Media & Web News Content
- New Media & Web Non-News Content

* Entries will be based on cumulative information starting January 1, 2011 through December 31, 2011. Complete criteria will be available after the completion of the 2010 Awards program.

** Awarded in March 2012

NEW ONLINE ENTRY SYSTEM

The online entry system is hosted by AdBeast. A postcard with the direct link to the online site will be sent at a later date. The online system will also be linked directly from the MAB awards page.

The online entry system will be open for submissions for a limited time beginning December 13, 2010 through January 11, 2011. **All entries must be completed by 11:59 p.m. on January 11, 2011;** late entries will not be accepted.

- Each individual entering the 2010 BEA competition will need to create a username and password in order to submit entries.
- The information provided for each individual account will be applied to ALL entries submitted under that individual's name.
- Multiple individual accounts may be created for each entering call letter.
- Each individual account may submit multiple entries.
- When prompted for station identification, only call letters will be allowed to be entered. Station and/or company names and corporate affiliations will not be accepted.
- Audio files must be submitted using an Mp3 file format with a maximum file size of 2GB. Please see website for specific file specs.
- Video files must be submitted using MPEG2 file format with a maximum file size of 2GB. Please see website for specific file specs.
- All entries must be accompanied by a current station logo in .jpg format.
- All entries must be submitted using the online entry system; hard copies received at the MAB will not be accepted.
- Information submitted is the sole responsibility of the person or persons entering the competition. False information or typos could result in the disqualification of an entry or group of entries.

Plan ahead and reserve your tickets to the

2010 Broadcast Excellence Awards

Wednesday, March 9, 2011 at 7:00pm
The Lansing Center, Downtown Lansing

