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## ANNOUNCING THE 2018 NEWS AND CREATIVE AWARDS

April 20, 2018

Dear Maine Broadcaster:

Enclosed is entry information for the 2018 Maine Association of Broadcasters News and Creative Awards program. Be sure to review the enclosed material carefully prior to submitting your entries.

Airchecks for Best Weathercast (TV), Best Sportscast (TV), and for the Creative Awards category, "On-Air Personality (Radio)," must come from the Best Newscast Day. News directors, please be sure to alert your program director or air staff.

We will send notification of the Best Newscast Day via email to the addresses of general managers, news directors and radio program directors that we have on file. We will not be using the Associated Press wire service for notification this year. If you received this via an email forward from someone else at your station, or would like to have notification sent to a different address, please let me know that ASAP (Suzanne@mab.org). The notifying email will be sent during the early-morning hours to general managers, news directors and radio program directors.

Once again this year, all entries will be submitted electronically. We are using the RockOurAwards.com service again this year. Please visit the site in the next week or so to familiarize yourself with it and get your account set up, or check to make sure the log-in credentials you used last year will still work. Contact info@rockourawards.com for any account set-up problems.

The entry window opens on Tuesday, May 1. **The deadline for ALL entries to be uploaded to the RockOurAwards.com website is 5:00 p.m. on Thursday, June 14. After that time, the site will no longer accept submissions. There will be absolutely no extension of time to submit entries beyond this deadline.** This is not an MAB policy – it is a function of the website. Don't wait until the last minute to get your entries ready and submit them.

The awards will be presented at the MAB awards gala on Saturday, September 22, at the Senator Inn in Augusta. Watch your mail and e-mail in late August for registration information.

Cordially yours,

Suzanne D. Goucher  
President & CEO

# www.RockOurAwards.com

The entry window opens on May 1 and closes at 5:00 p.m. on June 14.

Note the new URL! Using this new website is easy and fast. Here are your steps to success:

**1. We recommend that you designate one person** from your production or programming staff to be the coordinator for all of your station's entries. This will help avert duplication of effort and will ensure that the file uploading process is done consistently.

**2. Make a list of all your entries**, being sure to put them into the proper category, so you can check them off as you submit them. The list of categories begins on page 4. *Important note: Do not use special characters such as # or / in the filenames of your entries. Doing so will cause the entry to be "invisible" to the judges.*

**3. Set up your registration at the site:** If you did this in 2016 or 2017, your username and password will still work, and you should not have to go through the registration process. If you've forgotten your password, email info@rockourawards.com to have it reset. If you are setting up a new registration:

- ◆ Click on the Register button on the upper right.
- ◆ Fill in your information.
- ◆ Once you have filled in your information and hit submit, you can proceed to the login page. Log in with your new username and password.
- ◆ Once logged in, you will be taken to your company's homepage. Here you will see pertinent Call for Entries information, including guidelines, deadlines, etc. From this page you can submit an entry or view a previously submitted entry by using the links on the left side of the screen.

#### **4. Submit your entries:**

- ◆ Click the Submit Entry button.
- ◆ Choose the category you would like to submit for.
- ◆ Fill out the Headline or Title for your entry. This should be what you would want on an award plaque, e.g. "Man Bites Dog."
- ◆ Upload any files that go with your award entry. Acceptable file types include png, gif, jpg, mp3, mp4, avi, mov, wmv, doc and pdf. Files are automatically paired with your entry information.
- ◆ Video submissions should be done via YouTube or Vimeo. Simply cut and paste the URL into the provided boxes. For YouTube, videos should either be public or unlisted -- not private. (Unverified YouTube accounts have a 15-minute time limit. Verify your account to increase this limit.)
- ◆ In the comments section, list any comments or explanation for the piece. This will be seen by the judges and can replace a Word doc or PDF.
- ◆ Tell us who should get credit for this submission. Names only, no titles. Check spellings carefully – names as they are entered at the website will be as they appear on awards plaques. There are spaces for three credits per entry. Additional credits, if any, can go in the comments section.
- ◆ Click submit.
- ◆ You will see a progress bar during the upload process. When the upload is successful you will see a green screen with options to view your entry, view all your entries or submit another entry.

#### **5. View your Entries:**

You can view your entries at any time from your company homepage. Click "View My Entries" and you'll see a simple list of everything you have entered and the category for which you entered it. By clicking on each entry, you can see the Category, Headline, Comments and Credits, as well as view or download all uploaded media and URLs. From here you can edit any entry you have previously submitted.

**IMPORTANT:** Please do not wait until the last day or you may not get everything uploaded. The site performs best if you can upload well before the deadline.

**ONCE THE JUNE 14, 5:00 P.M. DEADLINE HAS PASSED, THE SITE WILL NO LONGER ACCEPT ENTRIES, AS IT IS AUTOMATICALLY CLOSED AND CANNOT BE EXTENDED.**

## MAB NEWS AND CREATIVE AWARDS

### ELIGIBILITY

1. The MAB News and Creative Awards program is open to all radio and television stations which are current members in good standing of the Maine Association of Broadcasters. (Call MAB if you need to check your station's membership status.)
2. All material submitted must have been first broadcast between June 1, 2017, and May 31, 2018, except for Best Newscast, Weathercast and Sportscast, and On-Air Personality (Radio), which are to be submitted from a date to be announced -- see cover letter.
3. Stations that simulcast more than 50% of the time are considered one single station for entry purposes.
4. Awards entries must be written and produced by paid employees at an MAB member station, and aired on the station for which the entry is being submitted.

For news categories, including Best Weathercast and Best Sportscast, participating announcers, reporters, meteorologists/weathercasters, and sportscasters must be employees of the submitting station. The following are not acceptable: Outside news production, such as news "packages" or VNRs; feeds of regional or national sporting events produced or anchored by third parties; or third-party weather services, sports reports, etc., that are anchored or announced by personnel who are not station employees, or who are being paid for this particular work by a third-party rights organization.

For creative categories (Best Spot, Best Campaign, Public Service, and Self-Promotion), outside talent may be used, as long as the scripting and production are done in-house by employees of the submitting station. Agency-supplied scripts and outside production assistance are not acceptable.

Entries must not infringe upon copyright laws for recorded music. If you use copyrighted music, you must submit documentation (by mail or email directly to MAB) showing that the rights for commercial use were obtained, or the entry will be disqualified.

5. Each entry may be submitted in one category only. MAB cannot advise as to the suitability of an entry for any particular category. Please use your best judgment.
6. No awards will be given if only one or two entries are received in a particular category. Stations will be notified if this occurs, and will have the option to submit those entries in another category, but in no case will more than two entries per category, per station, be accepted. If three or four entries are received in a category, only first place will be awarded. First-, second- and third-place awards will be given only if five or more entries are received in a category.

### HOW TO ENTER

1. Maximum of two entries per category, per station, except for Best Newscast, Weathercast, Sportscast, Election Coverage, Best Website, and the two Best Use of Social Media categories, for which only one entry per station is permitted.
2. Be sure to include the names of all participants for the entry. This is the only way we can capture this information for the plaque engraver. Names only – no titles. Check spelling! Names as they are entered in the online form will be as they appear on your awards plaque.
3. Judging will be done by an out-of-state broadcast association.
4. **ALL ENTRIES MUST BE UPLOADED TO THE RockOurAwards.com SITE BY 5:00 p.m. ON THURSDAY, JUNE 14, 2018.** After that time, the site will shut down and will no longer accept entries. Please do not wait until the last day to upload all your entries – get started as soon as the entry window opens on May 1.

There is no fee to enter the MAB awards.

## MAB NEWS AND CREATIVE AWARDS -- CATEGORIES

Note: MAB cannot advise as to which category an entry belongs in. Please use your best judgment.

► Stations that simulcast more than 50% of the time are considered one single station for entry purposes. ◄

### CATEGORIES FOR BOTH RADIO AND TELEVISION:

**Best Newscast:** A single newscast, as aired on the designated day to be announced. Only one entry per station. No time limit on entries. (Unverified YouTube accounts have a 15-minute time limit. Verify your account to increase this limit.) *Stations will be alerted to the designated day via email, which will be sent to general managers, news directors and radio program directors in the early morning hours of the designated day. If you want an email to be sent to an alternate address, [contact Suzanne Goucher at MAB \(Suzanne@mab.org\)](mailto:Suzanne.Goucher@mab.org) immediately upon receipt of this notice to arrange for alternative notification.*

**Spot News:** Coverage of a breaking story, covered within a 24-hour period.

**Enterprise:** Original reporting that is not generated by a news event or press release.

**Feature:** A story aired as relief or contrast to serious reporting.

**Public Affairs:** Single program/segment/report or series showing in-depth coverage of an event or issue. Entries may be "telescoped" and must not exceed 30 minutes in length.

**Continuing Coverage:** Coverage of an issue or event that continued for more than 24 hours. Entries must not exceed 15 minutes in length.

**Election Night Reporting:** To be submitted in odd-numbered years only, i.e., submit in 2019 for 2018 coverage.

**Sports Feature:** A feature story, other than play-by-play or sportscast.

**Sports Play-by-Play or Program:** A sports program, such as a highlights show, or live broadcast of a sports event. May use network or other non-local clips, but must be produced by the station and hosted/announced by station employees. Entries do not qualify if personnel are being paid by a third party. Entries must be continuous (not telescoped or edited) and may not exceed 15 minutes.

**Locally Produced Program:** An entertainment, public affairs, or informational program-length show produced by the station. Must be local and use on-air personnel who are employees of the station – network, syndicated, or brokered-time programming will not be accepted. Entries may be telescoped and may not exceed 30 minutes. Entries that fit the Radio – On-Air Personality category should not be submitted in this category.

**Best spot:** An individual commercial, :60 or less, that sells a product or service.

**Best campaign:** Up to three commercials, :60 or less each, for an individual advertiser.

**Self-promotion:** An individual spot, :60 or less, designed to promote your station, programming or events, aired on the station it was intended to promote.

**Self-promotion Campaign:** Up to three spots, :60 or less, designed to promote your station, programming or events, aired on the station the spots were intended to promote.

**Public Service, Un-sponsored:** An un-sponsored public service spot or campaign designed to heighten awareness of a community problem or public issue, or to promote a non-profit organization or event. Entry may consist of up to 3 station-produced PSAs and/or up to 10 minutes of airtime from a remote or other live or taped broadcast (may be telescoped or edited).

**Public Service, Sponsored:** A sponsored public service spot or campaign designed to heighten awareness of a community problem or public issue, or to promote a non-profit organization or event, which involves a commercial partner or partners. Entry may consist of up to 3 station-produced PSAs and/or up to 10 minutes of airtime from a remote or other live or taped broadcast (may be telescoped or edited). Entry must include a narrative, in .pdf format, no more than one page, explaining how the community benefit was amplified because of the sponsor's involvement.

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## CATEGORIES FOR RADIO ONLY:

**On-Air Personality (Radio):** Maximum 10 minutes of aircheck, one show, from the "Best Newscast" day (see "Best Newscast" above for notification of the date). Only one entry per individual or team working the same air shift, with a limit of two entries per station. Stations simulcasting more than 50% of the time must consider themselves as one station for entry purposes. Must be local and use on-air personnel who are employees of the station -- network or syndicated programming or brokered time will not be accepted -- but may use recorded comedy bits, etc. This award will be judged on entertainment value, overall flow of show, mechanical execution, and community involvement.

**Best On-Air Contest:** Entries may consist of no more than three promo spots, :60 or less, and no more than five minutes of live broadcast (e.g., phone actuality with contest winner). Entries judged on originality and execution.

## CATEGORIES FOR TELEVISION ONLY:

**Best Sportscast:** A sportscast, as aired within a newscast, on the designated Best Newscast day. Only one entry per station. Must be locally produced and use on-air personnel who are paid employees of the station. For this category, submit only the sportscast segment – do not submit an entire newscast with a sportscast included somewhere in it.

**Best Weathercast:** A weathercast, as aired within a newscast, on the designated Best Newscast day. Only one entry per station. Must be locally produced and use on-air personnel who are paid employees of the station. For this category, submit only the weathercast segment – do not submit an entire newscast with a weathercast included somewhere in it.

**Photojournalism:** A single story, aired within a news program, not longer than 5 minutes.

## DIGITAL CATEGORIES:

(Note: For these categories, radio and TV entries will be judged together.)

**Best Website:** Stations should submit the URL of the home page of their station website. Website may be hosted on a broadcast-network or other 3rd-party server, but must contain more than 50% station-produced original content. Sites will be judged based on layout, organization, ease of navigation, and usefulness of content. One entry per station.

**Best Use of Social Media – News Focus:** This award recognizes a station's use of Twitter, Facebook, apps, blogs, and other social networking tools to inform the public. Criteria include frequency and quality of updates, use of user-generated content, and use of audio and visuals. Stations should submit a .pdf file, no more than five pages, containing a narrative and examples of social media use.

**Best Use of Social Media – Entertainment Focus:** This award recognizes a station's use of Twitter, Facebook, apps, blogs, and other social networking tools to connect with its audience. Criteria include frequency and quality of updates, use of user-generated content, and use of audio and visuals. Stations should submit a .pdf file, no more than five pages, containing a narrative and examples of social media use.

## COMMITMENT TO COMMUNITY AWARD

Each year, MAB will present the Commitment to Community Award to a station that has gone the extra mile to support and highlight a nonprofit organization, charity, or community cause. The award will carry with it a \$500 donation from MAB to the nonprofit organization that is the subject of the winning station's public service efforts. The winner will be chosen from among the radio and TV stations that capture first place in the "Public Service - Un-sponsored" category of the MAB News and Creative Awards. Once a station has won the Commitment to Community Award for a particular nonprofit organization or cause, it will be barred from entering for that same organization or cause for the following three years.