



## 2020 E.B. Craney Broadcasting Awards

Please review carefully.

### ENTRY REQUIREMENTS

#### General Rules – Please Read Carefully

**Eligibility:** All participants **must currently be employed by a Montana-based broadcast station**. All programs submitted must have been aired by **their respective ownership groups and will enter under their current station call letters**.

**Program Year:** All materials entered must have been produced and aired during the program year—February 15, 2019 – February 14, 2020. These should be materials produced as part of the station’s regular format and programming—NOT simply for the purposes of this competition.

**Format:** The requirements for entries in each of the award categories are very specific and must be strictly met. Failure to submit the requested support materials will result in disqualification of the entry.

**Judging:** All judging is conducted by working broadcast professionals with no ties to Montana stations. Judges’ decisions are final.

#### Rules That Apply To All Categories:

1. Some written materials are required. Any information provided should be clear, concise and to the point.

**All entries must be submitted on-line to [RockOurAwards.com](http://RockOurAwards.com)**

2. **DUE DATE:** All entries must be received on or before March 5, 2020
3. **Number of entries:** Individuals are limited to **one entry per category**. Stations may (in the station’s name) submit multiple entries in the “Program” category. The same work MAY NOT be entered in more than one category unless it is part of a broadcaster/sportscaster/weathercaster of the year compilation.
4. **Awards:** In each of the categories, the judges will select up to two finalists for recognition and each will be notified by e-mail. Each finalist will be recognized and receive his / her award at the annual E.B. Awards banquet on June 13, 2020 at The Big Sky Resort. *The cash portion of the award will only be presented in-person to those attending the awards ceremony.*

**QUESTIONS? Call Dewey Bruce at the MBA office, 406-431-2139 or e-mail: [dbruce@mtbroadcasters.org](mailto:dbruce@mtbroadcasters.org)**



## 2019 E.B. Craney Broadcasting Awards

### Entry Form

→All entries must be submitted on-line.

→Entries must be submitted to [www.rockourawards.com](http://www.rockourawards.com). Be sure to read the information on the home page concerning the entry process and appropriate file sizes and types.

→Create a profile (username and password) by clicking the “Register” button on the top of the homepage. Complete the information, click submit and you’ll be taken to the Montana Broadcasters Association homepage.

→From the homepage you can review E.B. Craney Broadcasting Awards rules, submit an entry, view and edit an entry, or edit your station’s information.

→To enter a category, click “Submit Entry” and fill in the information. The headline/title should be what you would want shown on a plaque.

→Acceptable file formats to upload to the site are .mp3, .jpg, .gif, .png, .bmp, .doc, docx, .wma, .pdf, .mp4, .wmv and .mov files.

**IMPORTANT** To ensure server space for all states, RockOurAwards.com requires video entries to be linked from YouTube, Vimeo, other video hosting sites, or a station website. Simply copy/paste the videos URL in the “Add Link” section.

→Special characters should be avoided in file names. Stick with letters, numbers, &, dots, dashes and underscores, “NO # or apostrophes”

→ If you have questions, are running into trouble, or need to reset your password, email [info@rockourawards.com](mailto:info@rockourawards.com) or call 800-471-1875.

**Remember, like the lottery, you have to enter to win; but unlike the lottery, we have never had a fee to participate making the E.B.’s the only broadcasting awards in the country with NO entry fee and paying cash prizes.**

**Entries must be received by March 5, 2020**



## 2019 E.B. Craney Broadcasting Awards

### **RADIO COMMERCIAL**

Radio commercials produced for local clients.

**Must submit:**

- One entry may consist of up to three final spots by the producer or same team -for the same or different clients- originated and aired during the contest year.

### **TELEVISION COMMERCIAL**

TV commercials produced for local clients.

**Must submit:**

- One entry may consist of up to three final spots by the producer or same team -for the same or different clients- originated and aired during the contest year.

### **RADIO PUBLIC SERVICE**

Radio produced public service announcements (PSAs) or campaign, aired for a local market, by a single producer or the same team.

**Must submit:**

- One entry may consist of up to three PSAs for the same or different causes, or a maximum 15-minute edited entry highlighting a single cause or major effort or campaign that has been aired.
- A brief statement, not to exceed 150 words, about the reasons this was chosen and, if possible, how effective it was. Letters and other documentation from entrants, clients and or listeners (.pdf) *may* be submitted in this category.

### **TELEVISION PUBLIC SERVICE**

TV produced public service announcements (PSAs) or campaign, aired for a local market, by a single producer or the same team.

**Must submit:**

- One entry may consist of up to three PSAs for the same or different causes, or a maximum 15-minute edited entry highlighting a single cause or major effort or campaign that has been aired.
- A brief statement, not to exceed 150 words, about the reasons this was chosen and if possible, how effective it was. Letters and other documentation from entrants, clients and or listeners (.pdf) *may* be submitted in this category.

### **RADIO STATION PROMOTION**

Radio spots produced to promote the image and/or raise community awareness of the station, within the local market. Open to both commercial and noncommercial stations. (Note: This category is not for individuals to promote their own shows.)

**Must submit:**

- One entry of up to three different promotional spots from the producer or same team.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the station promotion and, if possible, evidence of its success.

### **TELEVISION STATION PROMOTION**

TV spots produced to promote the image and/or raise community awareness of the station, within the local market. Open to both commercial and noncommercial stations. (Note: This category is not for individuals to promote their own shows.)

**Must submit:**

- One entry of up to three different promotional spots from the producer or same team.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the station promotion and, if possible, evidence of its success.

## **RADIO NEWS STORY**

News reporter or team for a news story, series of news stories, or investigative reporting. News focusing on weather or sports is allowed in this category. Evaluation will be based on news value, creativity, and production quality.

### **Must submit:**

- A clip, of no more than 15 minutes duration, which may be a single news story, part of a series, an investigative report, or a feature story produced for its news value. Story must have aired as part of a newscast.

## **TELEVISION HARD NEWS**

News reporter or team for a single hard news story, series of hard news stories, or investigative reporting. News focusing on weather or sports is allowed in this category. Evaluation will be based on news value, creativity, and production quality.

### **Must submit:**

- A clip, of no more than 15 minutes duration, which may be a single hard news story, a series on the same topic, or an investigative report, produced for its news value.

## **TELEVISION FEATURE NEWS**

News reporter or team for a single feature news story, or series of feature stories on the same topic. Weather and sports features are allowed in this category. Evaluation will be based on creativity, imagination, substance and production quality.

### **Must submit:**

- A clip, of no more than 15 minutes duration, which may be a single feature news story, or a series on the same topic, produced for its news value.

## **TELEVISION BREAKING NEWS**

News reporter or team for coverage of same day, breaking news coverage. Evaluation will be based on news value, substance and production quality.

### **Must submit:**

- A clip, of no more than 10 minutes duration, which may be a single news story or a series of news stories or updates of same day, breaking news coverage.

## **RADIO COPYWRITER**

Each entrant may submit up to three examples of copy specifically written for local clients. This may be three individual clients or three spots for the same client. Scripts must be for spots that were actually produced and aired during the contest year. Although the judging will be based on the copy, each entrant must also provide an audio file of the finished spot(s).

### **Must submit:**

- One entry may consist of up to three audio files of finished spots.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from the client(s) as to the effectiveness of the ad(s).

## **TELEVISION WRITER - COMMERCIAL AND PUBLIC SERVICE**

Each entrant may submit up to three examples of copy specifically written for locally produced commercial and/or public service announcement(s). Scripts must be for ads or programs/spots produced and aired during the contest year. Although the judging will be based on writing, each entrant must also provide a file of the finished programs.

### **Must submit:**

- One entry may consist of up to three files each of finished productions.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from the client(s) as to the effectiveness of the writing.

## **TELEVISION WRITER - NEWS AND LONG FORM PROGRAMMING**

Each entrant may submit up to three examples of copy specifically written for news and/or locally produced long-form programming. Scripts must be from programs/news stories produced and aired during the contest year. Although the judging will be based on writing, each entrant must also provide a file of the finished programs.

### **Must submit:**

- One entry may consist of up to three files each of finished productions.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from viewers as to the effectiveness of the writing.

## **RADIO SPORTS COVERAGE**

Radio sports reporter or team for a *collective body of work* during the contest year.

### **Must submit:**

- Excerpts from products originated by the reporter or team during the contest year. Must provide coverage of two or more different types of events, not to exceed 15 minutes in duration. (no play-by-play)

### **TELEVISION SPORTS STORY OR SERIES**

TV sports reporter or team for a single sports story, or series of reports on the same subject.

**Must submit:**

- Excerpts from products originated by the reporter or team during the contest year, not to exceed 15 minutes in duration.

### **RADIO SPORTSCASTER OF THE YEAR**

Radio sports announcer for a local market or network of Montana stations.

**Must submit:**

- Excerpts from events originated during the contest year, compiled as a single file of not more than 15 minutes. Excerpts should be from a variety of events. Ability to provide meaningful analysis of, and relevant commentary on, events as they occurred will be considered. (*This should include more than just play-by-play.*)

### **TELEVISION SPORTSCASTER OF THE YEAR**

TV sports announcer for a local market or network of Montana stations.

**Must submit:**

- Excerpts from content originated during the contest year compiled as a single file of not more than 15 minutes.
- Must submit samples of regularly scheduled sportscasts, sports reports, and event coverage. Ability to provide meaningful analysis of, and relevant commentary on, events as they occurred will be considered.

### **TELEVISION WEATHERCASTER OF THE YEAR**

TV weather reporter who demonstrates excellence and professionalism in his/her field.

**Must submit:**

- Excerpts from content originated during the contest year compiled as a single file of not more than 15 minutes. Must submit samples of regularly scheduled weathercasts and weather reporting. Ability to provide meaningful information to viewers will be considered.

### **RADIO ON-AIR BROADCASTER OF THE YEAR**

Radio on-air talent in any capacity (news, sports, editorial, talk show, weather, etc...)

**Must submit:**

- An entry, of not more than 15 minutes duration, composed of excerpts from on-air work done during the entry year, or a single program in its entirety.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (*optional*).

### **TELEVISION ON-AIR BROADCASTER OF THE YEAR**

TV on-air talent in any capacity (news, sports, editorial, talk show, weather, etc...)

**Must submit:**

- An entry, of not more than 15 minutes duration, composed of excerpts from on-air work done during the entry year, or a single program in its entirety.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (*optional*).

### **RADIO WEBSITE OF THE YEAR**

The entrant should be the primary producer of website content, supplemented by secondary content from other personnel, wire services or networks. Entries will be judged on local relevance, usability, and creative use of technology. Judges will also consider journalistic skill, storytelling, and use of audio/video to educate and inform.

**Must submit:**

- One entry should consist of at least 5 examples of functioning, cached, or active URLs. One of these must be the home page.
- Entry must include primarily original content.
- Applicants are encouraged to submit a description of the work sent (pdf).

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**Must submit:**

- One entry should consist of at least 5 examples of functioning, cached, or active URLs. One of these must be the home page.
- Entry must include primarily original content.
- Applicants are encouraged to submit a description of the work sent (pdf).

### **NON-COMMERCIAL RADIO PROGRAM OF THE YEAR**

A stand-alone radio program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category.

**Must submit:**

- The entry may consist of a single program, or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

### **NON-COMMERCIAL TELEVISION PROGRAM OF THE YEAR**

A stand-alone TV program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts or newscast series are not eligible in this category.

**Must submit:**

- The entry may consist of a single program, or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

### **RADIO PROGRAM OF THE YEAR**

A stand-alone radio program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category.

**Must submit:**

- One entry may consist of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

### **TELEVISION PROGRAM OF THE YEAR**

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**Must submit:**

- One entry may consist of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

### **RADIO NEWSCAST OF THE YEAR**

From **January 21-January 25** stations should record their primary newscast each day. You determine which is your primary newscast. You will receive notification, after the fact, of which day's newscast to submit. All stations will submit their primary cast for the same day.

**Must submit:**

- A file of no more than 35 minutes duration which is recorded on "EB" news day. *Absolutely no editing is allowed of the air tape in this category.*
- A copy (.pdf) of the news rundown.

### **TELEVISION "NEWSCAST OF THE YEAR"**

From **January 21-January 25** stations should record their primary newscast each day. You determine which is your primary cast. You will receive notification, after the fact, of which day's newscast to submit. All stations will submit their primary cast for the same day.

**Must submit:**

- A file of no more than 35 minutes duration which is recorded on "EB" news day. *Absolutely no editing is allowed of the air tape in this category.*
- A copy (.pdf) of the news rundown.

**Remember that video files should be uploaded via URL from YouTube, Vimeo, other video hosting sites, or station websites.**

**Entries must be received at [RockOurAwards.com](http://RockOurAwards.com) by March 5, 2020.**

**Please do not wait until the last minute to enter and upload your files.**