



## 2020 E.B. Craney Broadcasting Awards

*To Encourage Professional Excellence by  
Recognizing Significant Achievements in and for Broadcasting*

**Please review carefully.**

### **ENTRY REQUIREMENTS**

#### **General Rules – Please Read Carefully**

**Eligibility:** All participants **must currently be employed by a Montana-based broadcast station and working while residing in Montana.** 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, 2020– February 14, 2021. 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 broadcast professionals with no ties to Montana stations. Judges’ decisions are final.

- 1) The number of awards given is at the judges’ discretion. If judges deem no entries in any category represent “excellence,” no awards will be given. Judges may award only a 1<sup>st</sup> place if they deem none of the other entries represent “excellence” in the category.
- 2) **CONTENT:** To what extent does the entry contain informative, entertaining or motivating material consistent with the entry’s purpose or purposes?
- 3) **CREATIVITY:** To what extent does the entry embody innovative or distinctive attributes to achieve the entry’s purpose or purposes? Give special attention to the concept(s) that are utilized in an original or unique manner.
- 4) **EXECUTION:** To what extent do the production techniques enhance the entry’s purpose or purposes? Give attention to lighting, sets, direction, audio, camerawork, performance, writing, editing, etc.
- 5) All winning entries will have a brief judge’s statement (no more than 100 words) pointing out what distinguished the winner.
- 6) All Entries are expected to have a brief description or statement of purpose not to exceed 150 words.

## Rules That Apply To All Categories:

1. Some written materials are required. Any information should be clear, concise. Each entry should include a brief (one-sentence) statement of the purpose of the program or item being judged, or if a personal award, the individual's broadcasting philosophy or purpose.

**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 11, 2021
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 19, 2021 at The Lodge at Whitefish Lake.

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



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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 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. Unlike the lottery, you don’t have to pay to participate—making the E.B.’s the nation’s only broadcasting competition requiring NO entry fees but awarding CASH prizes.**

**Entries must be received by March 11, 2021**



## 2020 E.B. Craney Broadcasting Awards

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### RADIO COMMERCIAL

Radio commercials produced for local clients.

**Must submit:**

- 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.
- Entry is expected to have a brief description or statement of purpose not to exceed 150 words.

**Judging Criteria:** Content, Creativity and Execution. Each entry should be judged on Creativity, Production, and Effectiveness. Are there indicators of the success of the commercial?

**Execution:** Does the campaign have continuity from one spot to the next? Do the production techniques enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

**Total:** What was the overall impact of the entry?

All Entries are expected to have a brief description or statement of purpose not to exceed 150 words.

### 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.
- Entry is expected to have a brief description or statement of purpose not to exceed 150 words.

**Judging Criteria:** Content, Creativity and Execution. Each entry should be judged on Creativity, Production, and Effectiveness. Are there indicators of the success of the commercial?

**Execution:** Does the campaign have continuity from one spot to the next? Do the production techniques enhance the entry's purpose(s)? Give attention to performance, writing, editing, sound effects, etc.

**Total:** What was the overall impact of the entry?

All Entries are expected to have a brief description or statement of purpose not to exceed 150 words.

### 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.
- All Entries are expected to have a brief description or statement of purpose not to exceed 150 words.

**Judging Criteria:** Content, Creativity and Execution. Are there indicators of success?

## **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.
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- All Entries are expected to have a brief description or statement of purpose not to exceed 150 words.

**Judging Criteria:** Content, Creativity and Execution. Are there indicators of success?

## **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.

**Judging Criteria:** Content, Creativity and Execution.

## **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.
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**Judging Criteria:** Content, Creativity and Execution.

## **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.

- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the station promotion and, if possible, evidence of its success.

**Judging Criteria: Content, Creativity and Execution. Depth of coverage.**

## **TELEVISION HARD NEWS**

Hard News/Investigative Report (no production time limit)

For excellence in coverage of a hard news or investigative story or topic which has no time limit for its preparation.

Entry may include live and/or recorded elements and online video content.

- Submit a single hard news report prepared for a scheduled newscast or newscasts that is not breaking news in nature.
- Humorous or soft-topic stories do not belong in this category.
- Report must have appeared on a regularly scheduled news program.
- Entry may not be entered in the News Feature category.
- Voice-overs or narratives are permitted only if they were part of the original piece.

Hard News/Investigative Report (no production time limit)

For excellence in coverage of a hard news or investigative story or topic which has no time limit for its preparation.

Entry may include live and/or recorded elements and online video content.

### **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.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the story and, if possible, evidence of its success.

**Judging Criteria: Content, Creativity and Execution. Depth of coverage.**

## **TELEVISION FEATURE NEWS**

News Feature (no production time limit)

Features are generally defined as stories that have a personal, emotional or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story.

- Submit a single report covering a human-interest or profile subject that is not breaking news or investigative in nature.
- Report must have appeared on a regularly scheduled news program. Entry may not be entered in the Hard News category.
- Voice-overs or narratives are permitted only if they were part of the original piece.

News Feature (no production time limit)

Features are generally defined as stories that have a personal, emotional or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story.

### **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.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the story and, if possible, evidence of its success.

**Judging Criteria: Content, Creativity and Execution. Depth of coverage.**

## **Daily News Report** (single shift)

For excellence in coverage of a single news story or topic which is shot, edited, researched and aired within one work shift. Entry may include live and/or recorded elements and online video content.

Topic covered must not be considered a news investigative report, news specialty report or breaking news report.

This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

**Judging Criteria:** Content, Creativity and Execution. Depth of coverage; Information developed in limited time period (under deadline pressure).

## **TELEVISION BREAKING NEWS**

Breaking or Spot News

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry may include live or taped elements and online video content. Time Limit: 30 minutes.

- Entry should only contain coverage from first 24 hours after the news event.
- Submit coverage of a single, unscheduled news event.
- Entry may be edited and all commercial breaks must be removed.
- Voice-overs or narratives are permitted only if they were part of the original piece.

Breaking or Spot News

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry may include live or taped elements and online video content. Time Limit: 30 minutes.

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.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the story and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. Depth of coverage. Depth of coverage; Information developed in limited time period (under deadline pressure).

## **RADIO COPYWRITER - Commercial and Public Service**

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).
- A brief statement (.pdf), not to exceed 150 words, about the ad(s) and, if possible, evidence of success.

**Judging Criteria:** Content, Creativity and Execution.

## **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.
- A brief statement (.pdf), not to exceed 150 words, about the commercial or campaign and, if possible, evidence of success.

**Judging Criteria:** Content, Creativity and Execution.

## **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.
- A brief statement (.pdf), not to exceed 150 words, about the commercial or campaign and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution.

## **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)
- A brief statement (.pdf), not to exceed 150 words, about the coverage and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. Overall content, presentation, writing, editing and use of audio and/or video.

## **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.
- A brief statement (.pdf), not to exceed 150 words, about the coverage and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. Overall content, presentation, writing, editing and use of audio and/or video.

## **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.*)
- A brief statement (.pdf), not to exceed 150 words, about the submission and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. Overall content, presentation, writing, editing and use of audio and/or video.

## **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. (*This should include more than just play-by-play.*)
- 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.
- A brief statement (.pdf), not to exceed 150 words, about the submission and, if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. A principal focus is on content and its presentation by quality writing, editing and use of audio and/or video.

## **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.
- **A brief statement (.pdf), not to exceed 150 words, about the submission and, if possible, evidence of its success.**

**Judging Criteria:** Content, Creativity and Execution. A principal focus is on content and its presentation by quality writing, editing and use of audio and/or video.

## **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*).

**Judging Criteria:** Content, Creativity and Execution

- Focus elements include:

- Entertainment value and creativity
- Audience involvement, and whether it is apparent that the on-air talent knows his/her community and engages that audience, or whether programs are so generic that they could pertain to any community nationwide. In other words, does the program sound compelling and focused on the local community?

## 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*).

### Judging Criteria: Content, Creativity and Execution

#### - Focus elements include:

- Entertainment and or information value and creativity
- Community involvement, and whether it is apparent that the on-air talent knows his/her audience and engages that audience, or whether programs are so generic that they could pertain to any audiences nationwide. In other words, does the program sound compelling and focused on the local community?

## DIGITAL

### Who's eligible to enter this category?

This category allows stations either radio or television to showcase their full range of multimedia efforts (including websites, social media or other modern technology) to enhance, complement, and/or promote their broadcast news or other program content that complements or enhances your current Broadcast Programming.

Entries in this category can either be an overview of web presence, or focus on multimedia coverage of a single news topic.

### What do I need to enter?

- Submit **UP TO 5** examples of functioning, cached or active URLs that demonstrate exceptional news coverage and journalistic skill.
- If the entry includes audio or video content, total run time may not exceed 30 minutes.
- Entry must include original content.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme or reason this was chosen and, if possible, evidence of its success.

**Judging Criteria: Content, Creativity and Execution. Successful use of sources to complement/enhance, and/or promote their broadcast news or other program.**

## PODCAST

This category allows stations to showcase their use and quality of podcasts to enhance, complement, and/or promote their broadcast news or other program content.

Podcasts are defined as digital audio files made available on the internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

- Entry must demonstrate original and outstanding journalistic enterprise on an important issue.
- Entry may feature a single episode or an edited overview of a series
- Entry may be edited, and all commercial breaks must be removed.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A short description of the entry is requested.
- Entry must not exceed 30 minutes.

- Entrants should also provide an active link to the full podcast series
- A brief statement (.pdf) not to exceed 150 words, about the chief of the station podcast and if possible, evidence of its success.

**Judging Criteria:** Content, Creativity and Execution. Focus is on the use and quality of podcasts to enhance, complement, and/or promote broadcast news or other program content.

### **NON-COMMERCIAL RADIO STATION 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).

**Judging Criteria:** Content, Creativity and Execution.

### **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).

**Judging Criteria:** Content, Creativity and Execution.

### **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).

**Judging Criteria:** Content, Creativity and Execution.

### **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 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).

**Judging Criteria:** Content, Creativity and Execution.

## **RADIO NEWSCAST OF THE YEAR**

From **February 8-February 12** 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.

**Judging Criteria:** Content, Creativity and Execution. Overall content, presentation, story selection, writing, editing and use of audio and/or video.

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

From **February 8-February 12** 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.

**Judging Criteria:** Content, Creativity and Execution. Overall content, presentation, story selection, writing, editing and use of audio and/or video.

**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 11, 2021.

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