



Montana Broadcasters Association

2012 “EB” Craney Broadcasting Awards

There is a **NEW** entry procedure for 2012. Please review carefully.

ENTRY REQUIREMENTS

General Rules – Please Read Carefully

Eligibility: All participants (except those entering in the “Noncommercial” categories) **must currently be employed by a Montana-based commercial broadcast station**. All programs submitted must have been aired by that station and the entry form must be signed by an authorized station official.

Program Year: All materials entered must have been produced and aired during the program year—April 1, 2011 – March 23, 2012. 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 <http://www.bestinbroadcasting.com>

2. **DUE DATE:** All entries must be received on or before March 23, 2012
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.
4. **Awards:** In each of the categories, the judges will select up to two finalists for recognition and each will be notified by mail. Each finalist will be recognized and receive his / her award at the annual ‘EB’ Awards banquet on June 23 in Whitefish. Cash portion of the award will only be presented in-person to those at the awards ceremony.

QUESTIONS? Call Greg MacDonald at the MBA office, 406-244-4622 or e-mail: mba@mtbroadcasters.org



2012 E.B. Craney Broadcasting Awards

Entry Form

- All entries must be submitted on-line.
- Entries must be submitted to www.bestinbroadcasting.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). You will receive an e-mail requiring you to activate your profile. Click the link to activate. SAVE a copy of this e-mail for future reference.
- Once you have activated your account, log in to www.bestinbroadcasting.com and select Montana from the choice of states.
- At this point you may fill out your entry form and upload a file or fill out multiple forms and return later to upload files. You will receive verification each time you enter a category. Save this information. If you are entering more than one category, you may want to create a special folder in your e-mail to auto direct these notifications. Be sure that no-reply@wufoo.com is not marked as spam in your e-mail. DO NOT erase or otherwise destroy/lose your original media files. Depending on the quality of your upload the show producers may need to contact finalists and have you send a tape or DVD. We certainly do not anticipate this, but this is our first year using this system and we'd rather be safe than sorry.
- For categories that allow multiple examples, i.e. Radio or TV Commercial or PSA of the Year, you may choose to upload each example as an individual file or create a single file with multiple examples.
- Please do not wait until the deadline to make your entries. Too many people trying to upload files at the last minute may *stress* the system and your entry may well go to *the land of the misfit entry*.
- If you have difficulty using the site please go back and review the instructions on the home page of www.bestinbroadcasting.com. The support link on the site has everything you need to help with this process.

For the 50th Anniversary of these awards (the MBA has been managing them for the past 32 years) our awards will feature a special, one-time only anniversary look and logo.

Remember, like the Lottery, you have to enter to win; but unlike the Lottery, we have never had a fee to participate making the 'EBs' the only broadcasting awards in the country with NO entry fee and paying cash prizes.

Entries must be received by March 23, 2012

Award Categories

RADIO COMMERCIAL

Radio commercials produced for local clients.

Must submit:

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

TV COMMERCIAL

TV commercials produced for local clients.

Must submit:

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

COMMERCIAL RADIO

PUBLIC SERVICE ANNOUNCEMENT(S) or PUBLIC SERVICE CAMPAIGN

Radio produced as public service announcements or campaign for a local market.

Must submit:

- One entry may consist of up to three PSAs. These may all be for the same cause or different causes. Or a program edited to not more than 15 minutes highlighting a single major effort / campaign.
- 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 (.pdf) *may* be submitted in this category.

COMMERCIAL TELEVISION

PUBLIC SERVICE ANNOUNCEMENT(S) or PUBLIC SERVICE CAMPAIGN

TV produced as public service announcements for a local market.

Must submit:

- One entry may consist of up to three PSAs. These may all be for the same cause or different causes. Or a program edited to not more than 15 minutes highlighting a single major effort / campaign.
- 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 (.pdf) *may* be submitted in this category.

COMMERCIAL RADIO PROGRAM OF THE YEAR

A radio program as a stand-alone offering or part of a 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.

COMMERCIAL TELEVISION PROGRAM OF THE YEAR

Commercial TV program as a stand-alone offering or part of a series. Evaluation will be based on creativity, imagination, substance and production quality. Regularly scheduled newscasts are not eligible in this category.

Must submit:

- A single segment of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.

NONCOMMERCIAL RADIO PROGRAM OF THE YEAR

A radio program as a stand-alone offering or part of a series. Evaluation will be based on creativity, imagination, substance and production quality.

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.

NONCOMMERCIAL TELEVISION PROGRAM OF THE YEAR

A television program as a stand-alone offering or part of a series. Evaluation will be based on creativity, imagination, substance and production quality.

Must submit:

- A single segment of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.

COMMERCIAL RADIO NEWS STORY

This may be spot news or news enterprise.

Must submit:

- A file 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.

COMMERCIAL TELEVISION NEWS ENTERPRISE

News reporter or team for a *series or news special*. Evaluation will be based on creativity, imagination, substance and production quality.

Must submit:

- A file 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.

COMMERCIAL RADIO ON-AIR BROADCASTER OF THE YEAR

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

Must submit:

- A program of not more than 15 minutes duration which may be composed of excerpts from on-air work done during the entry year or a single program in its entirety.

COMMERCIAL TELEVISION ON-AIR BROADCASTER OF THE YEAR

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

Must submit:

- A program of not more than 15 minutes duration which may be composed of excerpts from on-air work done during the entry year or a single program in its entirety.

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. (This category is not for individuals to promote their own shows.)

Must submit:

- One entry of up to three different promotional spots.
- 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. (This category is not for individuals to promote their own shows.)

Must submit:

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

COMMERCIAL RADIO SPORTS ENTERPRISE OF THE YEAR

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.*

COMMERCIAL TELEVISION SPORTS ENTERPRISE OF THE YEAR

TV 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.*

COMMERCIAL 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. The 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.*)

COMMERCIAL TELEVISION SPORTSCASTER OF THE YEAR

TV 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. The 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.*)

COMMERCIAL TELEVISION WEATHER REPORTING OR PERSONALITY

TV weather reporters who demonstrate excellence and professionalism in their field.

Must submit:

- Excerpts from at least two weather reports showing evidence of the reporter's commitment to the viewers. (This should include weathercasts **and** reporting that focuses on weather.) Compile as a single file.

COMMERCIAL TELEVISION "SPOT NEWS"

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

Must submit:

- A file of no more than 10 minutes duration which may be a single news story or up to three examples of same day breaking news coverage.

COMMERCIAL RADIO "NEWSCAST OF THE YEAR"

From **March 6-March 10** stations should record their primary newscast each day. 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 30 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.

COMMERCIAL TELEVISION "NEWSCAST OF THE YEAR"

From **March 6-March 10** 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.

COMMERCIAL RADIO "COPYWRITER OF THE YEAR"

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 a file of the finished spot(s).

Must submit:

- One entry may consist of up to three 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).

COMMERCIAL TELEVISION “COPYWRITER OF THE YEAR”

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 a file of the finished spot(s).

Must submit:

- One entry may consist of up to three files each 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).

Entries must be received at www.bestinbroadcasting.com by March 23, 2012

**Please do not wait until the last minute to enter and upload your files.
The file server will automatically lock everyone out at midnight.**