



Colorado Broadcasters Association

COLORADO  
BROADCASTERS  
ASSOCIATION

AWARDS OF

*Excellence*

2017

**Awards of Excellence Ceremony**

**Denver Hilton City Center**

**Saturday, March 10, 2018**

*The Awards of Excellence recognizes creativity and originality in the Colorado radio and television industry. Annually, broadcasters from every corner of the state are honored for their best work at the CBA's awards gala. The competition is open to all commercial stations and public stations licensed for broadcast in Colorado.*

**2017 Call for Entries**

**Entries and Special Recognition Nominations**

**Deadline: Monday, January 8, 2018, 5:00 pm\***

\* All deadlines are final. Late entries will not be accepted. No exceptions. Payment must be received for all entries by Friday, January 12, 2018.

# Radio Categories

## Community Affairs

- R1 Best Public Service Announcement**  
One (1) minute maximum.
- R2 Best Community Service Campaign**  
Attach one page summary of campaign, other supporting media materials (print, web, etc.) and the aired spots. Five (5) minutes maximum.
- R3 Best Station Sponsored Community Event**  
Attach one page description of the event as well as the aired spots. Five (5) minutes maximum.
- R4 Best Public Affairs Program**  
Submit entire program. No time limit.

## News

- R5 Best Regularly Scheduled Newscast**  
Entries were captured on two previously announced dates (10/24 & 11/16) and/or the alternate date (12/6). The two entries must be separate URLs and contain the same time-slotted newscasts for both dates provided. (i.e. Morning news or afternoon news). The two submissions count as one entry for this category. Stations may submit for multiple day-parts, each pair of entries counts as one submission. Include entire newscasts without commercials. No time limit.
- R6 Best News Feature, Report or Series**  
Submit entire feature, report or series. No time limit.
- R7 Best News Coverage of a Single Event**  
Submit composite of coverage. Ten (10) minutes maximum.

## Promotion

- R8 Best On-Air Contest for a Station**  
Attach one page description (*optional*). Five (5) minutes maximum.
- R9 Best Station Imaging Campaign**  
Submit liners and promos. Five (5) minutes maximum.
- R10 Best Station Promotion/Marketing Campaign**  
Submit all media utilized in campaign, including promos. Five (5) minutes maximum.

## Programming & Talent

The following entries (R11-R18) may be a composite of multiple airchecks edited to five (5) minutes maximum per entry. The broadcast program must be initiated in Colorado and unique to the local market. Identify the name of the show and the name of the personality featured in the show.

- R11 Best Morning Show**
- R12 Best Midday Show**
- R13 Best Afternoon Show**
- R14 Best Evening Show**
- R15 Best Station Personality**  
One winner will be selected in each market from the winners in categories R-11 through R-14. There is no fee OR entry for this category.
- R16 Best News/Talk Show Host or Team**
- R17 Best Sports Coverage by an Individual or Team**
- R18 Best Regularly Scheduled Entertainment Program**

## Sales & Production

- R19 Best Radio Commercial for an Advertiser**  
Entries must be written, produced and edited entirely by the station. One (1) minute maximum.
- R20 Best Sales Campaign for an Advertiser**  
Attach one page summary of campaign, other supporting media materials (print, web, etc.) and the aired spots. Five (5) minutes maximum.
- R21 Best Sales Event or Live Remote Broadcast**  
If applicable, attach supporting media materials (print, web, etc.). Include spots and/or aircheck from event. Five (5) minutes maximum.

## Public Radio Stations Only (includes all markets)

- R22 Best Mini-Documentary or Series**  
Submit entire documentary. No time limit.
- R23 Best News Special or Public Affairs Special**  
Submit entire special. No time limit.

## Digital & Social

- R24 Best Use of New Media**  
Attach one page description (*optional*). Include web promotions, social media, text messaging, podcasting, listener supplied media or anything digital used outside of regular broadcast.
- R25 Best Station Website**  
Submit station's URL.

## Radio Station of the Year

See **Rules** for details.

# Special Recognition Awards

Two special recognition awards are given to individual broadcasters in radio and television who are nominated by their peers via written presentations. A letter should be submitted, using the CBA's digital entry platform, giving the name of the nominee, the award title and a description of the exemplary work which the nominee has performed in the community. Judging of these awards will be conducted by the Broadcast Pioneers of Colorado in conjunction with the CBA. These awards may or may not be given each year. There are no entry fees for these categories. Individuals may not win the same award in consecutive years. Only one individual will be recognized for the **Rex Howell Award** and the **Harry W. Hoth Award**.

## The Rex Howell Broadcaster of the Year Award

Rex Howell was a pioneer Colorado broadcaster with service both on the front range and the western slope. He was a driving force behind, and the cofounder of, the Colorado Broadcasters Association in 1949. Rex was a dreamer and leader who followed his dreams with solid action and skill. The Rex Howell Broadcaster of the Year Award will be presented to someone actively engaged in Colorado radio or television broadcasting. Nominees may be on or off-air staff members. Emphasis will focus on an individual who, through leadership, skill and dedication is advancing the broadcast industry in our state and nation. Prior year winners are not eligible for at least one year.

## The Harry W. Hoth Public Service Award

Named for Colorado Springs radio and television veteran broadcaster, and former CBA President, Harry W. Hoth on the occasion of his 50<sup>th</sup> year in broadcasting. This award is to honor a broadcaster who sustains public service to their community, state and nation. Nominees can be present or former Colorado radio and television broadcasters, on or off-air. Emphasis will be placed on services performed during their time in Colorado radio or television and a strong history of dedicated public service to broadcast organizations and non-broadcast associated organizations. Prior year winners are not eligible for at least one year.

## Future Broadcasters Award

This new category is an opportunity for students attending Colorado high schools and colleges to be recognized for their broadcast proficiency. All Colorado high school and college radio and/or television programs are candidates for this award. Each school's radio and television station can submit up to 3 entries, per station, at no charge. All entries must be submitted via the CBA's online entry platform by a designated faculty member or advisor. Students must choose from the existing radio or television categories, excluding R15 and 'Station of the Year', and content must have been written and produced during the 2016-2017 school year. All Awards of Excellence rules apply to the Future Broadcasters Award, with the exception of rules 2, 5, 9, 10, 16 & 18. Four winners will be selected (one radio and one television winner from the high school and college entries) by a panel of CBA-appointed judges. Student winners will be recognized with an Award of Excellence plaque at the CBA's Awards of Excellence Gala, Saturday, March 10th. Winning students will be notified in February and may attend with up to one guest at no charge.

# Television Categories

## Community Affairs

- T1 Best Public Service Announcement**  
One (1) minute maximum.
- T2 Best Community Service Campaign**  
Attach one page summary of campaign, other supporting media materials (print, web, etc.) and the aired spots. Five (5) minutes maximum.
- T3 Best Public Affairs Program**  
Submit entire program. No time limit.

## Promotion

- T4 Best Station Promotion/Marketing Campaign**  
Submit all media utilized in campaign, including promos. Five (5) minutes maximum.
- T5 Best Station Promo**  
One (1) minute maximum.

## Station Programming

- T6 Best Single or Series Program or News Magazine**  
Submit entire program. No time limit.
- T7 Best Sports Coverage or Program**  
Entry must be outside of a regularly scheduled newscast. Submit entire program. No time limit.
- T8 Best Documentary**  
Entry must be outside of a regularly scheduled newscast. Submit entire documentary. No time limit.

## Sales & Production

- T9 Best Television Commercial for an Advertiser**  
One (1) minute maximum.
- T10 Best Sales Campaign for an Advertiser**  
Attach one page summary of campaign, other supporting media materials (print, web, etc.) and the aired spots. Five (5) minutes maximum.

## News

- T11 Best Feature News Report**  
Submit entire report. No time limit.
- T12 Best General Assignment Report, within 24 hours**  
Submit entire report. No time limit.
- T13 Best Hard News, Spot News Report, within 24 Hours**  
Submit entire report. No time limit.
- T14 Best Breaking News Coverage Under Deadline Pressure**  
Five (5) minutes maximum.
- T15 Best Video Essay with No Narrative**  
Entry must have no narrative. Submit entire essay. No time limit.
- T16 Best Regularly Scheduled Newscast**  
Entries were captured on two previously announced dates (10/24 & 11/16) and/or the alternate date (12/6). The two entries must be separate URLs and contain the same time-slotted newscasts for both dates provided. (i.e. Morning news or afternoon news). The two submissions count as one entry for this category. Stations may submit for multiple day-parts, each pair of entries counts as one submission. Include entire newscasts without commercials. No time limit.
- T17 Best Investigative Reporting**  
Includes single or series reporting. Submission can be a composite. Thirty (30) minutes maximum.

## Talent

- T18 Best News Anchor or Team**  
Five (5) minutes maximum.
- T19 Best Weathercaster**  
Five (5) minutes maximum.
- T20 Best Sportscaster**  
Five (5) minutes maximum.
- T21 Best Specialty Reporter**  
Five (5) minutes maximum.
- T22 Best Photojournalist**  
A compilation of 3-5 events. Five (5) minutes maximum.

## Public Television Stations Only (includes all markets)

- T23 Best Mini-Documentary or Series**  
Submit entire documentary.
- T24 Best News Special or Public Affairs Special**  
Submit entire special.
- T25 Best Membership Appeal**  
Thirty (30) minutes maximum.

## Digital & Social

- T26 Best Use of New Media**  
Attach one page description (*optional*). Include web promotions, social media, text messaging, podcasting, viewer supplied media or anything digital used outside of regular broadcast.
- T27 Best Station Website**  
Submit station's URL.

## Television Station of the Year

See **Rules** for details.

# Rules

1. All entries are due by 5:00 p.m. (MST) on Monday, January 8, 2018.
2. All entries must have been produced and broadcast over-the-air during the 2017 calendar year, January 1, 2017 to December 31, 2017.
3. All entries must be written, edited and produced by the station in their entirety (raw, outsourced voice-overs are the only exception). Entries produced by ad agencies are NOT Eligible.
4. Complete online entry forms in full. Be accurate and complete with your title of entry and credits as information provided will be publicized, exactly as entered, for winning entries.
5. Payment must be received for all entries by Friday, January 12, 2018. Entries without payment or incomplete entry materials, by the due date, will be disqualified. Online payments cannot be made after the contest entry deadline. Please contact the CBA office to make payment by phone.
6. Stations may not enter coverage of any statewide broadcast fundraiser involving all Colorado radio and television. (i.e. Wildfire Relief or Flood Victims Fundraisers) Individual station efforts, outside of statewide campaigns, are acceptable.
7. A single entry cannot be submitted in more than one category, regardless of different markets or stations. An excerpt from a long form entry may be submitted as long as it does not make up more than 1/3 of the long form entry.
8. A station may submit multiple entries within a single category; however each submission counts as an additional entry and must be submitted individually.
9. If less than two stations submit in any market's category that entry will compete in the next largest market category. If a larger market does not exist the entry will be disqualified and the entry fee returned.
10. In the event that only one entry is received in any category across all markets, no competition will be held for that category. Entry fees will be returned.
11. All entries must be submitted through the online entry system at [www.ColoradoBroadcasters.org](http://www.ColoradoBroadcasters.org). Mail-in entries will not be accepted.
12. All entries must be identified and associated with one set of call letters or school name for Future Broadcasters Award.
13. All entries must have a corresponding website URL where the entry is being hosted. You can use your station's website to host entries or the media hosting services listed below. Do not use an FTP site to host your entry. See "Contestant Instructions" for minimum audio and video specs.  
Audio: [www.tindeck.com](http://www.tindeck.com) Video: [www.vimeo.com](http://www.vimeo.com)
14. Some categories allow multiple website URLs and/or attachments for multiple media entries or to provide supporting entry materials, as requested, in specific categories. Attachments are allowed in the following file types PDF, DOC, TXT, PNG, GIF and JPG.
15. Website URL(s) must be directly accessible, so judges are not required to enter passwords to access your entry. If special access instructions are necessary, include them in the "comments" section of the online entry form.
16. There is no entry fee for "Best Station Personality" (R15) or "Station of the Year."
17. Categories R22, R23, T23, T24 and T25 are for Public Radio and Television ONLY.
18. "Station of the Year" awards are determined by the total points earned by an individual station across all categories. The station with the highest total of points is the winner in that station's respective market. In the case of a tie, the total number of first place recognitions received by the competing stations will be the determining factor. If first place recognition does not resolve the tie, then the station with the best finish in the "Community Affairs" category will be declared "Station of the Year" (R01 to R04 for radio and T01 to T03 for television). "Station of the Year" will not be awarded in a market that does not have at least two station submissions in more than fifty-percent (50%) of that single market's categories.
  - a. First Place awards = 5 points each
  - b. Second Place awards = 3 points each
19. Entry fees will NOT be refunded, for any reason, unless otherwise noted.
20. Judging will be conducted by broadcasting peers outside the state of Colorado, unless otherwise noted. The decision of the judges is final.
21. All radio and television categories now include a separate competition for Spanish-language entries. Any category and market receiving at least two entries, from separate Spanish-language stations, will create a contest among those Spanish-language broadcasters. If only one Spanish-language entry is received the entrant may choose to withdraw (entry fees will be refunded) or compete with the English-language entries. Spanish-language broadcasters will judge Spanish-language contests and will be included in the judging of all contests including a mix of English and Spanish entries.
22. Disputes, of any kind, about this program will be reviewed by the CBA Awards Committee.
23. If you are unable to attend the ceremony to pick up your award and/or certificate, you are welcome to arrange pick up from the CBA's office, after the ceremony, at no cost. Requests to mail awards and/or certificates to a station will be honored after payment of shipping costs are made by the station or the award's recipient.

# Notification

Station managers will be notified, by the CBA, prior to the awards ceremony, if their station has received a "nomination" for an award in a specific category. A "nomination" means that the station will receive either a First Place or Second Place award in the respective category. "Award of Excellence" plaques are presented for First Place winners. A "Certificate of Merit" is provided for Second Place.

# Markets

TELEVISION	
Metro	Denver Metro area
Non-Metro	All other television markets
RADIO	
Metro	Boulder, Denver, Englewood, Morrison, Thornton
Major	Colorado Springs, Fort Collins, Grand Junction, Greeley, Johnstown, Longmont, Loveland, Manitou Springs, Pueblo, Security, Windsor
Medium	Alamosa, Aspen, Avon, Breckenridge, Canon City, Cortez, Craig, Delta, Dillon, Durango, Fort Morgan, Frisco, Glenwood Springs, La Junta, Lamar, Montrose, Rifle, Starkville, Steamboat Springs, Sterling, Trinidad, Vail
Small	All other radio markets.

A complete list of cities by market size can be found on the CBA's website under "Membership > Colorado Cities by Market Size."

# Entry Fees

MEMBER	PRICE PER ENTRY
Metro Market (TV and Radio)	\$25.00
Non-Metro (TV)/Major Market (Radio)	\$20.00
Small & Medium Market (Radio only)	\$15.00
NON-MEMBER	PRICE PER ENTRY
Radio & Television, all markets	\$35.00