



Colorado Broadcasters Association

COLORADO
BROADCASTERS
ASSOCIATION

AWARDS OF

Excellence

2020

Awards of Excellence Ceremony

Grand Hyatt Denver

Saturday, April 17, 2021

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.

2020 Call for Entries

Entries and Special Recognition Nominations

Deadline: Friday, January 8, 2021*

* All deadlines are final. Late entries will not be accepted. No exceptions. Payment must be received for all entries by Monday, January 11, 2021.

Radio Categories

Community Affairs

- R1 Best Public Service Announcement**
A short informational message meant to raise the audience's awareness about an important issue. One (1) minute maximum.
- R2 Best Community Service Campaign**
Attach one page summary of campaign, other supporting media materials (social, web, etc.) and the aired spots. Five (5) minutes maximum.
- R3 Best Station Sponsored Community Event**
Attach one page description of the event and the aired spots. Five (5) minutes maximum.
- R4 Best Public Affairs Program**
Programs on current issues of societal concerns, community or general public interest. Thirty (30) minutes maximum.

News

- R5 Best Regularly Scheduled Newscast**
Entries were captured on two previously announced dates and/or the alternate date. Submit both newscasts as one uploaded file. Entry should contain the same time-slotted newscasts for both dates submitted. (i.e. Morning news or afternoon news). The two newscasts count as one entry for this category. Stations may submit for multiple day-parts, each pair of newscasts counts as one submission. Include entire newscasts without commercials. Sixty (60) minutes maximum.
- R6 Best News Feature, Report or Series**
Reporting of a single or multi-part feature news story or topic. Five (5) minutes maximum.
- R7 Best News Coverage of a Single Event**
Coverage of a single news event. Entry may include composite of coverage. Ten (10) minutes maximum.

Promotion

- R8 Best On-Air Contest for a Station**
Submit composite of single contest audio (i.e. promos, live, etc.) Attach one page description of contest (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 compilation of audio and other media utilized in campaign. 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 (social, web, etc.) and the aired spots. Five (5) minutes maximum.
- R21 Best Sales Event or Live Remote Broadcast**
If applicable, attach supporting media materials (social, 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; edit for time limit. Sixty (60) minutes maximum.
- R23 Best News Special or Public Affairs Special**
Submit entire special; edit for time limit. Thirty (30) minutes maximum.

Digital & Social

- R24 Best Use of Digital/Social Media**
Only one attachment allowed, combine one paragraph description with web promotions, social media, text messaging, listener supplied media or anything digital used outside of regular broadcast in a single PDF presentation.
- R25 Best Station Website**
Submit station's URL in the "Description" window.
- R26 Best Radio Podcast**
Podcast must be associated with an FCC licensed, Colorado broadcast radio station. Independent podcasts will not be accepted. Content must be original (not a broadcast archive), free for audience to access and podcast must have a minimum of 5 original episodes. Edited or composite submissions acceptable. Thirty (30) minutes maximum.

Radio Station of the Year

See **Rules** for details.

Television Categories

Community Affairs

- T1 Best Public Service Announcement**
A short informational message meant to raise the audience's awareness about an important issue. One (1) minute maximum.
- T2 Best Community Service Campaign**
Attach one page summary of campaign, other supporting media materials (social, web, etc.) and the aired spots. Five (5) minutes maximum.
- T3 Best Public Affairs Program**
Programs on current issues of societal concerns, community or general public interest. Thirty (30) minutes maximum.

Promotion

- T4 Best Station Promotion/Marketing Campaign**
Submit compilation of audio and other media utilized in campaign. Five (5) minutes maximum.
- T5 Best Station Promo**
Announcements that promote a news/station image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc. One (1) minute maximum.

Station Programming

- T6 Best Single or Series Program or News Magazine**
Submit program, edit for time limit. Thirty (30) minutes maximum.
- T7 Best Sports Coverage or Program**
Entry must be outside of a regularly scheduled newscast. Submit program or composite, edit for time limit. Ten (10) minutes maximum.
- T8 Best Documentary**
Entry must be outside of a regularly scheduled newscast. Submit documentary; edit for time limit. Thirty (30) minutes maximum.

Sales & Production

- T9 Best Television Commercial for an Advertiser**
Entries must be written, produced and edited entirely by the station. One (1) minute maximum.
- T10 Best Sales Campaign for an Advertiser**
Attach one page summary of campaign, other supporting media materials (social, web, etc.) and the aired spots. Five (5) minutes maximum.

News

- T11 Best Feature News Report**
Reporting of a single or multi-part feature news story or topic aired within a newscast. Edit for time. Five (5) minutes maximum.
- T12 Best General Assignment Report, within 24 hours**
Coverage of a single news story or topic aired within a regularly scheduled newscast which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements. Five (5) minutes maximum.
- T13 Best Hard News, Spot News Report, within 24 Hours**
Coverage of a single unanticipated news event that is shot edited and produced within 24 hours of a newscast. Entry may include multiple live and/or taped elements and online content. Five (5) minutes maximum.
- T14 Best Breaking News Coverage Under Deadline Pressure**
Coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live or taped elements. Five (5) minutes maximum.
- T15 Best Video Essay with No Narrative**
Entry must have no narrative. Submit essay, edit for time. Five (5) minute maximum.
- T16 Best Regularly Scheduled Newscast**
Entries were captured on two previously announced dates and/or the alternate date. Submit both newscasts as one uploaded file. Entry should contain the same time-slotted newscasts for both dates submitted. (i.e. Morning news or afternoon news). The two newscasts count as one entry for this category. Stations may submit for multiple day-parts, each pair of newscasts counts as one submission. Include entire newscasts without commercials. One-hundred and twenty (120) minutes maximum.
- 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; edit for time limit. Sixty (60) minutes maximum.
- T24 Best News Special or Public Affairs Special**
Submit entire special; edit for time limit. Thirty (30) minutes maximum.
- T25 Best Interstitial Programming**
Non-commercial "filler" programming between two programs where commercials are not permitted. Submit entire program; edit for time limit. Ten (10) minutes maximum.

Digital & Social

- T26 Best Use of Digital/Social Media**
Only one attachment allowed, combine one paragraph description with web promotions, social media, text messaging, listener supplied media or anything digital used outside of regular broadcast in a single PDF presentation.
- T27 Best Station Website**
Submit station's URL in the "Description" window.

Television 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 PDF 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 50th 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 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 2019-2020 school year. School announcements or podcasts are acceptable entries. All Awards of Excellence rules apply to the Future Broadcasters Award, with the exception of rules 2, 5, 9, 13 and 15. 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. Winning students will be notified in March and may attend with up to one guest at no charge.

Rules

- All entries are due by 5:00 p.m. (MST) on Friday, January 8th, 2021.
- All entries must have been produced and broadcast over-the-air during the 2020 calendar year, January 1, 2020 to December 31, 2020.
- 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.
- Complete online entry forms in full. Be accurate and complete with your title of entry and entrants as information provided will be publicized, exactly as entered, for winning entries.
- Payment must be received for all entries by Monday, January 11, 2021. Entries without payment or incomplete entry materials, by the due date, will be disqualified.
- Stations may not enter coverage of any statewide broadcast fund raiser involving all Colorado radio and television. (i.e. COVID, Wildfire Relief or Flood Victims Fund raisers) Individual station efforts, outside of statewide campaigns, are acceptable.
- 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 one third (1/3) of the long form entry.
- All stations are limited to six (6) individual entries per category.
- In the event that only one station submits in any category, across all markets, with no like-market or language competition, that entry will still be judged and scored. The average score of all first place winners in like-market categories will set the required minimum score for a single entry to achieve a first place win. These wins count toward Station of the Year points.
- All entries must be identified and associated with one set of call letters or school name for Future Broadcasters Award.
- All entries must be submitted and uploaded to Entries Express. Entries without a corresponding upload in the Entries Express system will be disqualified. Each entry only allows for a single audio/video upload. If your entry has multiple files combine them into one upload. No 3rd party audio/video hosting systems allowed. Mail-in entries will not be accepted.
- Some categories allow attachments to provide supporting entry materials. Attachments are ONLY allowed in PDF.
- There is no entry fee for “Best Station Personality” (R15) or “Station of the Year.”
- Categories R22, R23, T23, T24 and T25 are for Public Radio and Television ONLY.
- “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). Any station with no competition in a market must achieve a total score greater than or equal to that market’s competed for Station of the Year to also be recognized as Station of the Year.
 - First Place awards = 5 points each
 - Second Place awards = 3 points each
- Entry fees will NOT be refunded, for any reason, unless otherwise noted.
- Judging panels are created from broadcasting peers outside the state of Colorado, unless otherwise noted. The decision of the judges is final.
- All categories include a separate competition for Spanish-language entries. If only one Spanish-language entry is received in any one category and market, or if all entries are from one station, rule 9 will be invoked.
- Disputes, of any kind, about this program will be reviewed by the CBA Awards Committee.
- 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.

Markets and Entry Fees

TELEVISION MEMBER		FEE
Metro	Denver Metro area	\$45
Non-Metro	Colorado Springs and Pueblo	\$40
Small	Grand Junction and all other television markets	\$35
RADIO MEMBER		
Metro	Boulder, Denver, Englewood, Morrison, Thornton	\$30
Major	Colorado Springs, Fort Collins, Grand Junction, Greeley, Johnstown, Longmont, Loveland, Manitou Springs, Pueblo, Security, Windsor	\$25
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	\$18
Small	All other radio markets.	\$18
NON-MEMBER		
All		\$65

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

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.