

Call for Entries

2006 Silver Dome Awards

Proceeds from the Silver Dome Awards help make possible the IBA's College Endowment and Multicultural Internship Programs.

Deadline

All entries must be postmarked ON OR BEFORE February 2, 2006!

Awards will be presented at a gala IBA Awards Banquet, June 7, 2006 on the second night of IBA's 2006 Annual Convention at the Crowne Plaza Hotel, Springfield, Illinois. Stations compete only with others in the same size market.

Categories

- Radio and Television – Large Market: Chicago Arbitron Market
- Television – Medium Market: All other markets
- Radio – Medium Market: Bloomington-Normal, Champaign-Urbana, Decatur, Joliet, Marion-Carbondale, Quad Cities, Quincy, Rockford, Springfield.
- Radio – Small Market: All other markets.

Enter as many categories as you wish and as many entries in each category as you wish.

Points Awarded

6 Points . . . 1st Place

2 Points . . . 2nd Place

1 Point 3rd Place

Station of the Year Award: Stations will automatically receive one (1) point for each category entered toward winning **Station of the Year Award**. Remember, the more categories entered, the more bonus points you are eligible for – 14 for radio and 17 for television. Judging is done by out-of-state broadcasters.

Rules

1. This competition is limited to IBA member **commercial** stations only.
2. With the exception of category "Website", all entries must have been produced and broadcast by stations between January 1, and December 31, 2005. Entries outside of these dates will be automatically eliminated from competition. **Entries produced by ad agencies are NOT eligible.**
3. Commercial or promotional announcements may be any length up to one minute.
4. All **audio entries** must be submitted on CD/MP3/audiocassette. **Video submissions** must be on DVD or VHS cassette. **Each category entry must be on separate media and clearly labeled with category, entry title, and station's call letters.** Please note specific time limitations assigned to each category. MATERIALS BECOME THE PROPERTY OF THE IBA AND WILL NOT BE RETURNED.
Audio entries not received on audiocassette and video entries not received on VHS cassette will be automatically disqualified. No refunds. Every effort will be made to assure that each category's separate panel of judges includes at least one judge familiar with the Spanish language to accommodate entries submitted by Hispanic stations.
5. Entry Forms must be submitted with you each entry. If forms have been misplaced, please contact the IBA office, 618-942-2139, for another form or go to our website to download.
6. Fees must accompany all entries. If more than one entry is being submitted, you may include all fees on one check.
7. Each entry should be on a separate media. Do not send duplicate copies of entries. No entries will be returned.
8. Winners of the Station of the Year Award will be determined by a point total.

Submissions

Send entries and fees to:
Illinois Broadcasters Association
300 N. Pershing, Suite B
Energy, IL 62933

Awards Categories

Best Radio Awards

Category

Description

- R-1** ***Best single non-humorous commercial produced on behalf of an advertiser by a radio station.*** Not more than :60 in length. Criteria for judging are creativity and production values.
- R-2** ***Best single humorous commercial produced on behalf of an advertiser by a radio station.*** Not more than :60 in length, the criteria for judging are creativity and production values.
- R-3** ***Best single station self-promotional and on-air spot.*** Not more than :60 in length. The criteria for judging are creativity and production values.
- R-4** ***Best self-promotion use of other media.*** Three submissions (same cassette) for promotion needed. Brochures, print ads, photos documenting billboard campaigns, TV ads (submit via VHS format only; excludes websites, which is a separate category of competition.) Materials should arrive in one package with no more than one-page narrative of package contents and description of the promotion. Criteria for judging are creativity and how well in the promotion complements station's format.
- R-5** ***Best local morning show.*** Entries may be edited but may not exceed 5-minutes in length. Criteria for judging are creativity, presentation and performance.
- R-6** ***Best local "Public Affairs Program."*** Entry may be edited but must not exceed 5-minutes in length. Criteria for judging are overall presentation and production content.
- R-7** ***Best local broadcast team.*** Regardless of daypart, if it's an on-air team effort involving the on-air talents of two or more, this category is for you. The criteria for judging are the ability of the personalities to work together as a team and the team's ability to relate to (and entertain) the audience. Entry may be edited materials but must not exceed 5-minutes in length.
- R-8** ***Best "Community Service Activity", all formats.*** A station's contribution to the community, through participation in a community project via a series of spots or an on-air campaign or "live" participation in (or live remote coverage of) activity. Entry should document activity by way of on-air promotional announcements, remote broadcast of event, documented coverage by other media reporting on your station's responsibility for the activity. Audiocassette and video (VHS) documentation should not exceed 5 minutes in length each. Criteria for judging include public and/or community significance of station and its personnel, and apparent results as described in your entry. A one-page written narrative of your station's involvement in the activity should also be included. All materials should be marked with your station's call letters and this category's title, and should arrive in one package.
- R-9** ***Best play-by-play of a sporting event.*** Criteria for judging is based on overall presentation by announcer(s) including how good of a visual picture is created for the listener by the on-air presentation. Entry may be edited but must not exceed 5-minutes in length.
- R-10** ***Best local radio station personality.*** Entries may be edited but must not exceed 5-minutes in length. Criteria for judging include creativity, presentation, and performance.
- R-11** ***Best "live" coverage of an event.*** May be edited for presentation purpose but must not exceed 5-minutes in length. Criteria for judging are content of reporting and overall presentation.
- R-12** ***Best local radio sportscast (unedited).*** Same-day coverage of sports. Criteria are significance, presentation of facts, delivery and/or creativity, entertainment and effective use of audio. Must not exceed 5-minutes in length.
- R-13** ***Best local radio newscast (unedited).*** Same-day coverage of event. Criteria are significance, presentation of facts, delivery and/or creativity, entertainment and effective use of audio. Must not exceed 5-minutes in length.
- R-14** ***Best local radio website.*** Submit URL. Judging will be done in real-time, on-line. Criteria include use of graphics, fonts, how well the site complements your station's format, and how "user friendly" site is for the listener as well as time required to download home page. Because of real-time judging, this is the only category that will actually involve judging of 2006 material.

Best TV Awards

Category

Description

- T-1** *Best single commercial produced on behalf of an advertiser by a TV station.* No longer than :60 seconds in length. Criteria for judging are creativity and production values.
- T-2** *Best Hard News Story.* Same day or on-going coverage of a significant event affecting community. May be investigative report or series. Entry may be edited but no longer than 5 minutes. Criteria are significance, presentation of facts, thoroughness, delivery.
- T-3** *Best single station self-promotion campaign or series.* A single or series of announcements promoting the station. Criteria are creativity and production values.
- T-4** *Best TV anchorperson.* Entry must not exceed 5 minutes. Criteria are delivery and how anchor identifies with audience
- T-5** *Best "Community Service Activity".* A station's contribution to the community, through participation in a community project via a series of spots or an on-air campaign or "live" participation in (or live remote coverage of) activity. Entry should document activity by way of on-air promotional announcements, remote broadcast of event, documented coverage by other media reporting on your station's responsibility for the activity. Audiocassette and video (VHS) documentation should not exceed 5 minutes in length each. Criteria for judging include public and/or community significance of station and its personnel, and apparent results as described in your entry. A one-page written narrative of your station's involvement in the activity should also be included. All materials should be marked with your station's call letters and this category's title, and should arrive in one package.
- T-6** *Best Locally Produced Public Affairs Program.* May be edited but not exceed 5-minutes. Criteria are creativity and production values.
- T-7** *Best Locally Produced TV non-Public Affairs program or series.* May be edited but not exceed 5 minutes. Criteria are creativity and production values.
- T-8** *Best Editorial/Commentary - Single or series of editorials or commentaries on one subject of state or local concern.* Maximum entry length of 5 minutes total. The criteria are relevance to Community need as described in entry (provide up to one page of written material to support the issue addressed in the editorial.)
- T-9** *Best "live" TV coverage of an event (no post production allowed).* Five minute maximum entry. Criteria are significance, presentation of facts, thoroughness, delivery.
- T-10** *Best TV Weathercast.* No editing. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-11** *Best TV Sportscast.* No editing. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-12** *Best TV Daytime (morning 5-10a or midday 11a-1p) Newscast.* Unedited half-hour. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-13** *Best TV Afternoon/Early Evening (4p-7p) Newscast.* Unedited half-hour. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-14** *Best TV Late Evening (9-10:30p) Newscast.* Unedited half-hour. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-15** *Best use of graphic design.* Single entry or composite of no more than three projects reflected in one video, no more than :60 seconds in length. Criteria for judging are: 1) design 2) execution. Accompany entry with written creative brief, 50 words or less.
- T-16** *Best self-promotion use of other media.* Three submissions (on same VHS tape) for promotion needed. Brochures, print ads, photos documenting billboard campaigns, radio ads (submit via cassette only; excludes websites, which is a separate category of competition.) Materials should arrive in one package with no more than one-page narrative of package contents and description of the promotion. Criteria for judging are creativity and how well in the promotion complements station's format.
- T-17** *Best TV Website.* Submit URL. Judging will be done in real-time, on-line. Criteria include use of graphics, fonts, how well the site complements your station's format, and how "user friendly" site is for the listener as well as time required to download home page. Because of real-time judging, this is the only category that will actually involve judging of 2006 material.