

Best Radio Awards-accepted on cd or cassette

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 DVD/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/cd and video (DVD/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 2008 material.

New for 2008-5 new interactive media categories. Check back after January 1st for details.