

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 (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.
- 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 5am-10am or midday 11am-1pm) Newscast.* Unedited half-hour. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-13** *Best TV Early Evening(4-7pm) Newscast.* Unedited half-hour. Judging criteria are presentation of facts, thoroughness, and delivery.
- T-14** *Best TV Evening (9-11pm) 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 DVD/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 Wesbite.* 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 interactive categories coming soon! Check back January 1st for more!

