



THE 30<sup>TH</sup> ANNUAL  
*Spectrum*  
AWARDS

**2017 CALL FOR ENTRIES**

# CALL FOR ENTRIES

## *The 30th Annual Spectrum Awards*

The 30th Annual Spectrum Awards recognizes broadcast excellence for outstanding achievement in broadcasting by Indiana radio and television stations. The competition is open to all FCC licensed IBA member radio and television stations in Indiana.

The competition is established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize of peer recognition to members of the broadcast industry of Indiana.



*Awards will be presented **Friday, November 3rd, 2017**, at the 502 East Event Centre, Carmel, IN.*

### **2017 Spectrum Awards Committee**

#### **Chairman:**

**Dave Arland**  
IBA Executive Director

#### **Committee Members:**

**Brian Green**  
WASK, WKHY, WKOA, WXXB -  
Lafayette

**Larry Blackerby**  
WRTV - Indianapolis

**Merry Ewing**  
WPTA-TV, WISE-TV - Fort Wayne

**Geoff Vargo**  
WGCL, WTTS - Bloomington



**Indiana Broadcasters Association**  
P.O. Box 902  
Carmel, IN 46082

**Office:** (317) 770-0970  
**Fax:** (317) 770-0972  
IBA@IndianaBroadcasters.org

# RULES & MARKET DEFINITIONS

## Rules

1. This competition is open to all FCC licensed radio and television stations in Indiana. All entries must have been produced and broadcast between August 1, 2016 and July 31, 2017.
2. All entries must be produced by the station. Entries may not be produced with outside advertising or production agency equipment, assistance or direction.
3. Entries are limited to five (5) per station in each category.
4. Entry fees are \$30 per entry.
5. Entry deadline: August 18, 2017

**BEST IN MEDIA ELECTRONIC SITE TO UPLOAD ALL ENTRIES**

**[www.bestinmedia.com](http://www.bestinmedia.com)**

## Market Definitions

Market is defined by the size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

### Radio

Market 1	Indianapolis Metro Area, Evansville, Fort Wayne, South Bend
Market 2	All Other Markets

### Television

Market 1	Indianapolis Metro Area
Market 2	All Other Markets

# RADIO CATEGORIES

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## STATION OF THE YEAR

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Audio examples highlight the station's overall efforts during the year in community service, creative listener and sales promotions, quality commercial production, talk show, news and features. A written summary should explain why the station deserves this prestigious award and should be no more than one page in length.

**(Audio: 10 minutes or less)**

## RADIO STATION BROADCAST PERSONALITY OR TEAM

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Best on-air personality or broadcast team. Maximum length of spot is five minutes and Arbitron information may be used for applicable markets. **(Entry should be no more than 5 minutes in length.)**

## SPORTS

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Best locally originated regularly scheduled sports-cast, play-by-play, or live sports coverage. Criteria: presentation, production values, and interest of stories presented. **(Entry should be no more than 3 minutes in length.)**

## BEST PROMOTIONAL CAMPAIGN

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Best promotional campaign. May include photos, video and audio. **(Audio/Video no more than 5 minutes in length.)**

## BEST NEWSCAST

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Best locally originated newscast. Criteria: presentation, production values, interest of stories presented and overall impact of the newscast. **(Entry should be no more than 3 minutes in length.)**

## LOCAL COMMUNITY INVOLVEMENT

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Involves only one subject. May be any public service announcement locally produced by the station, a public service activity coordinated by the station or any form of gratis community outreach which is a public service of the station to serve its local community. Submit tape of any promos along with any supporting promotional materials such as photos of events or website to highlight the station's involvement. **(No more than 3 minutes in length.)**

## COMMERCIAL

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A single commercial or series of commercials that persuades the listener to do or believe something about the client or product. This may be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or direction. **(Maximum length: One minute or less.)**

## BEST ELECTION COVERAGE

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Entries may include a single story or collection of stories related to coverage of local, state or national political races or issues during the 2016 campaign cycle. Content must have been generated in 2016. **(No more than 10 minutes in length)**

# TELEVISION CATEGORIES

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## STATION OF THE YEAR

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A tape highlighting the station's overall efforts during the year in community service, creative viewer and sales promotions, quality commercial productions, talk shows, news and features. A written summary should explain why the station deserves this prestigious award and should be no more than one page in length.

**(Length of submission: no more than 10 minutes)**

## NEWS FEATURE/USE OF MEDIUM

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A single report which aired in a newscast as relief or contrast to serious reporting, or a long form program. Criteria: Shot in Indiana on an Indiana subject; human interest subject portrayal, creative writing, entertainment value, effective use of audio, video, and editing medium.

**(No more than 5 minutes in length)**

## LOCAL COMMUNITY INVOLVEMENT

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Involves only one subject. May be any public service announcement locally produced by the station, a public service activity coordinated by the station or any form of gratis community outreach which is a public service of the station to serve its local community. Submit tape of any promos along with any supporting promotional materials such as photos of events or website to highlight the station's involvement.

**(No more than 3 minutes in length.)**

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## GENERAL NEWS STORY

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Coverage of a single news story, gathered and aired in the same day. Do not include spot news, investigative or feature stories. Designed to honor the work of a general assignment reporter and photographer.

**(No more than 3 minutes in length)**

## WEATHER

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A locally originated, regularly scheduled weather broadcast. Criteria: clear presentation of facts, delivery/communication skills, and effective use of available technology to enhance audience understanding.

**(No more than 5 minutes in length)**

## SPORTSCAST

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Best locally originated regularly scheduled sportscast of a weekly sports program, Friday night high school or Sunday night weekly wrap-up. Criteria: presentation, production values, and interest of stories presented.

**(No more than 10 minutes in length)**

## COMMERCIAL

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A single commercial for an outside client, this not a station promo. May be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or directions.

**(Maximum length - one minute)**



Photo: Patrick Finnegan

The Indiana Broadcasters Association is an alliance of nearly 300 member radio and television broadcasters, united to serve their audiences throughout the Hoosier state. The IBA advocates for member stations, offers FCC inspection programs, recognizes community involvement, provides scholarships to college students, hosts career fairs throughout the state for members to recruit new employees, and represents the broadcasting industry before the Indiana General Assembly and to Washington, D.C. policymakers.

## GET IN TOUCH



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