



Montana Broadcasters Association



2017 E.B. Craney Broadcasting Awards

Please review carefully.

ENTRY REQUIREMENTS

General Rules – Please Read Carefully

Eligibility: All participants **must currently be employed by a Montana-based broadcast station**. All programs submitted must have been aired by that station.

Program Year: All materials entered must have been produced and aired during the program year—March 15, 2016 – March 15, 2017. These should be materials produced as part of the station’s regular format and programming—NOT simply for the purposes of this competition.

Format: The requirements for entries in each of the award categories are very specific and must be strictly met. Failure to submit the requested support materials will result in disqualification of the entry.

Judging: All judging is conducted by working broadcast professionals with no ties to Montana stations. Judges’ decisions are final.

Rules That Apply To All Categories:

1. Some written materials are required. Any information provided should be clear, concise and to the point.

All entries must be submitted on-line to <http://www.bestinmedia.com> (note the new name)

2. **DUE DATE:** All entries must be received on or before April 13, 2017
3. **Number of entries:** Individuals are limited to **one entry per category**. Stations may (in the station’s name) submit multiple entries in the “Program” category. The same work **MAY NOT** be entered in more than one category unless it is part of a broadcaster/sportscaster/weathercaster of the year compilation.
4. **Awards:** In each of the categories, the judges will select up to two finalists for recognition and each will be notified by e-mail. Each finalist will be recognized and receive his / her award at the annual E.B. Awards banquet on June 24, in Big Sky. *Cash portion of the award will only be presented in-person to those attending the awards ceremony.*

QUESTIONS? Call Dewey Bruce at the MBA office, 406-431-2139 or e-mail: dbruce@mtbroadcasters.org



2017 E.B. Craney Broadcasting Awards

Entry Form

→All entries must be submitted on-line.

→Entries must be submitted to www.bestinmedia.com. Be sure to read the information on the home page concerning the entry process and appropriate file sizes and types.

→Create a profile (username and password). You will receive an e-mail requiring you to activate your profile. Click the link to activate. SAVE a copy of this e-mail for future reference. You WILL NEED TO CREATE A NEW LOGIN ACCOUNT for general security reasons. Plus this new login activates a fully manageable, private Media Manager for all your own uploads...giving you complete control over all your entered media.

→Once you have activated your account, log in to www.bestinmedia.com and select Montana from the choice of states.

→At this point you may fill out your entry form and upload a file or fill out multiple forms and return later to upload files. You will receive verification each time you enter a category. Save this information. If you are entering more than one category, you may want to create a special folder in your e-mail to auto direct these notifications. Be sure that [@wufoo.com](mailto:wufoo.com) and [@bestinmedia.com](mailto:bestinmedia.com) are not marked as spam in your e-mail. DO NOT erase or otherwise destroy/lose your original media files. Depending on the quality of your upload the show producers may need to contact finalists and have you send a tape or DVD. We certainly do not anticipate this, but we'd rather be safe than sorry.

→For categories that allow multiple examples, i.e. Radio or TV Commercial or PSA of the Year, you may choose to upload each example as an individual file or create a single file with multiple examples.

→Please do not wait until the deadline to make your entries. Too many people trying to upload files at the last minute may *stress* the system and your entry may well go to *the land of the misfit entry*.

→If you have difficulty using the site please go back and review the instructions on the home page of www.bestinmedia.com. The support link on the site has everything you need to help with this process.

Remember, like the lottery, you have to enter to win; but unlike the lottery, we have never had a fee to participate making the E.B.'s the only broadcasting awards in the country with NO entry fee and paying cash prizes.

Entries must be received by April 13, 2017

Award Categories

RADIO COMMERCIAL

Radio commercials produced for local clients.

Must submit:

- One entry may consist of up to three final spots by the producer or same team -for the same or different clients- originated and aired during the contest year.

TELEVISION COMMERCIAL

TV commercials produced for local clients.

Must submit:

- One entry may consist of up to three final spots by the producer or same team -for the same or different clients- originated and aired during the contest year.

RADIO PUBLIC SERVICE

Radio produced public service announcements (PSAs) or campaign, aired for a local market, by a single producer or the same team.

Must submit:

- One entry may consist of up to three PSAs for the same or different causes, or a maximum 15-minute edited entry highlighting a single cause or major effort or campaign that has been aired.
- A brief statement, not to exceed 150 words, about the reasons this was chosen and, if possible, how effective it was. Letters and other documentation from entrants, clients and or listeners (.pdf) *may* be submitted in this category.

TELEVISION PUBLIC SERVICE

TV produced public service announcements (PSAs) or campaign, aired for a local market, by a single producer or the same team.

Must submit:

- One entry may consist of up to three PSAs for the same or different causes, or a maximum 15-minute edited entry highlighting a single cause or major effort or campaign that has been aired.
- A brief statement, not to exceed 150 words, about the reasons this was chosen and if possible, how effective it was. Letters and other documentation from entrants, clients and or listeners (.pdf) *may* be submitted in this category.

RADIO STATION PROMOTION

Radio spots produced to promote the image and/or raise community awareness of the station, within the local market. Open to both commercial and noncommercial stations. (Note: This category is not for individuals to promote their own shows.)

Must submit:

- One entry of up to three different promotional spots from the producer or same team.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the station promotion and, if possible, evidence of its success.

TELEVISION STATION PROMOTION

TV spots produced to promote the image and/or raise community awareness of the station, within the local market. Open to both commercial and noncommercial stations. (Note: This category is not for individuals to promote their own shows.)

Must submit:

- One entry of up to three different promotional spots from the producer or same team.
- A brief statement (.pdf), not to exceed 150 words, about the chief theme of the station promotion and, if possible, evidence of its success.

RADIO NEWS STORY

News reporter or team for a news story, series of news stories, or investigative reporting. News focusing on weather or sports is allowed in this category. Evaluation will be based on news value, creativity, and production quality.

Must submit:

- A clip, of no more than 15 minutes duration, which may be a single news story, part of a series, an investigative report, or a feature story produced for its news value. Story must have aired as part of a newscast.

TELEVISION HARD NEWS

News reporter or team for a single hard news story, series of hard news stories, or investigative reporting. News focusing on weather or sports is allowed in this category. Evaluation will be based on news value, creativity, and production quality.

Must submit:

- A clip, of no more than 15 minutes duration, which may be a single hard news story, a series on the same topic, or an investigative report, produced for its news value.

TELEVISION FEATURE NEWS

News reporter or team for a single feature news story, or series of feature stories on the same topic. Weather and sports features are allowed in this category. Evaluation will be based on creativity, imagination, substance and production quality.

Must submit:

- A clip, of no more than 15 minutes duration, which may be a single feature news story, or a series on the same topic, produced for its news value.

TELEVISION BREAKING NEWS

News reporter or team for coverage of same day, breaking news coverage. Evaluation will be based on news value, substance and production quality.

Must submit:

- A clip, of no more than 10 minutes duration, which may be a single news story or a series of news stories or updates of same day, breaking news coverage.

RADIO COPYWRITER

Each entrant may submit up to three examples of copy specifically written for local clients. This may be three individual clients or three spots for the same client. Scripts must be for spots that were actually produced and aired during the contest year. Although the judging will be based on the copy, each entrant must also provide an audio file of the finished spot(s).

Must submit:

- One entry may consist of up to three audio files of finished spots.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from the client(s) as to the effectiveness of the ad(s).

TELEVISION WRITER - COMMERCIAL AND PUBLIC SERVICE

Each entrant may submit up to three examples of copy specifically written for locally produced commercial and/or public service announcement(s). Scripts must be for ads or programs/spots produced and aired during the contest year. Although the judging will be based on writing, each entrant must also provide a file of the finished programs.

Must submit:

- One entry may consist of up to three files each of finished productions.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from the client(s) as to the effectiveness of the writing.

TELEVISION WRITER - NEWS AND LONG FORM PROGRAMMING

Each entrant may submit up to three examples of copy specifically written for news and/or locally produced long-form programming. Scripts must be from programs/news stories produced and aired during the contest year. Although the judging will be based on writing, each entrant must also provide a file of the finished programs.

Must submit:

- One entry may consist of up to three files each of finished productions.
- A copy (.pdf) of each script.
- Applicants *may* also submit testimonials (.pdf) from viewers as to the effectiveness of the writing.

RADIO SPORTS COVERAGE

Radio sports reporter or team for a *collective body of work* during the contest year.

Must submit:

- Excerpts from products originated by the reporter or team during the contest year. Must provide coverage of two or more different types of events, not to exceed 15 minutes in duration. (no play-by-play)

TELEVISION SPORTS STORY OR SERIES

TV sports reporter or team for a single sports story, or series of reports on the same subject.

Must submit:

- Excerpts from products originated by the reporter or team during the contest year, not to exceed 15 minutes in duration.

RADIO SPORTSCASTER OF THE YEAR

Radio sports announcer for a local market or network of Montana stations.

Must submit:

- Excerpts from events originated during the contest year, compiled as a single file of not more than 15 minutes. Excerpts should be from a variety of events. Ability to provide meaningful analysis of, and relevant commentary on, events as they occurred will be considered. (*This should include more than just play-by-play.*)

TELEVISION SPORTSCASTER OF THE YEAR

TV sports announcer for a local market or network of Montana stations.

Must submit:

- Excerpts from content originated during the contest year compiled as a single file of not more than 15 minutes.
- Must submit samples of regularly scheduled sportscasts, sports reports, and event coverage. Ability to provide meaningful analysis of, and relevant commentary on, events as they occurred will be considered.

TELEVISION WEATHERCASTER OF THE YEAR

TV weather reporter who demonstrates excellence and professionalism in his/her field.

Must submit:

- Excerpts from content originated during the contest year compiled as a single file of not more than 15 minutes. Must submit samples of regularly scheduled weathercasts and weather reporting. Ability to provide meaningful information to viewers will be considered.

RADIO ON-AIR BROADCASTER OF THE YEAR

Radio on-air talent in any capacity (news, sports, editorial, talk show, weather, etc...)

Must submit:

- An entry, of not more than 15 minutes duration, composed of excerpts from on-air work done during the entry year, or a single program in its entirety.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (*optional*).

TELEVISION ON-AIR BROADCASTER OF THE YEAR

TV on-air talent in any capacity (news, sports, editorial, talk show, weather, etc...)

Must submit:

- An entry, of not more than 15 minutes duration, composed of excerpts from on-air work done during the entry year, or a single program in its entirety.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (*optional*).

RADIO WEBSITE OF THE YEAR

The entrant should be the primary producer of website content, supplemented by secondary content from other personnel, wire services or networks. Entries will be judged on local relevance, usability, and creative use of technology. Judges will also consider journalistic skill, storytelling, and use of audio/video to educate and inform.

Must submit:

- One entry should consist of at least 5 examples of functioning, cached, or active URLs. One of these must be the home page.
- Entry must include primarily original content.
- Applicants are encouraged to submit a description of the work sent (pdf).

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Must submit:

- One entry should consist of at least 5 examples of functioning, cached, or active URLs. One of these must be the home page.
- Entry must include primarily original content.
- Applicants are encouraged to submit a description of the work sent (pdf).

NON-COMMERCIAL RADIO PROGRAM OF THE YEAR

A stand-alone radio program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category.

Must submit:

- The entry may consist of a single program, or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

NON-COMMERCIAL TELEVISION PROGRAM OF THE YEAR

A stand-alone TV program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts or newscast series are not eligible in this category.

Must submit:

- The entry may consist of a single program, or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

RADIO PROGRAM OF THE YEAR

A stand-alone radio program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category.

Must submit:

- One entry may consist of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

TELEVISION PROGRAM OF THE YEAR

A stand-alone TV program, or one produced as part of an ongoing series. Evaluation will be based on creativity, imagination, substance, and production quality. Regularly scheduled newscasts are not eligible in this category.

Must submit:

- One entry may consist of a single program or part of a series, telescoped if necessary to not less than 15 minutes and not more than 30 minutes.
- A brief statement, not to exceed 150 words, about the reasons this was chosen for submission (pdf).

RADIO NEWSCAST OF THE YEAR

From **March 13-March 17** stations should record their primary newscast each day. You determine which is your primary newscast. You will receive notification, after the fact, of which day's newscast to submit. All stations will submit their primary cast for the same day.

Must submit:

- A file of no more than 35 minutes duration which is recorded on "EB" news day. *Absolutely no editing is allowed of the air tape in this category.*
- A copy (.pdf) of the news rundown.

TELEVISION "NEWSCAST OF THE YEAR"

From **March 13-March 17** stations should record their primary newscast each day. You determine which is your primary cast. You will receive notification, after the fact, of which day's newscast to submit. All stations will submit their primary cast for the same day.

Must submit:

- A file of no more than 35 minutes duration which is recorded on "EB" news day. *Absolutely no editing is allowed of the air tape in this category.*
- A copy (.pdf) of the news rundown.

Best in Media is now only accepting video files as mp4 uploaded to our servers or YouTube URL's. Please review the [mp4 settings here](#). If you submit a YouTube video, please make sure your settings are "public" and that you upload the URL into your media manager as well as including in on your entry form.

Entries must be received at www.bestinmedia.com by April 13, 2017

Please do not wait until the last minute to enter and upload your files. The file server will automatically lock everyone out at midnight.