



# 2016 Pinnacle Awards

*Sponsored by Pinnacle Bank*

This awards program was established in 1958 to recognize and encourage excellence in broadcasting and service to the community by Nebraska radio and television stations.

## **OFFICIAL RULES & ENTRY TIPS**

### **ENTRY DATES:**

**May 13 through 5:00 P.M. Central, June 2, 2015**

**ENTRY COST:** \$30.00 per entry. Student entries are FREE. **Entry fees must be paid with credit card at the end of each entry session. No other form of payment accepted. Entries are not considered complete until paid for.** All entries must be paid for by 5:00 p.m. Central June 2, 2016. Entry fees are donated to the NBA Foundation to help pay for student scholarships.

**AWARDS:** **GOLD:** 1st place plaque & \$150 check to winning station for one winner in each category (no checks for student entries). **SILVER:** 2nd place plaque. **BRONZE:** 3rd place plaque.

### **PINNACLE AWARDS BANQUET:**

**Wednesday, August 17 – Embassy Suites, Lincoln**

**SAGE ADVICE:** Get familiar with the online entry process while the **website will be open for entry “practice” from April 22 - May 10, 2016**. Once the official entry window opens, do not wait until the last day or two to submit your entries. Do not contact the NBA to complain if you are at deadline and don't know how to navigate the website. We urge each station to assign ONE person to upload all entries to simplify the process. **See pages 7 & 8 for helpful tips & video tutorials!**

**JUDGING:** Judging is done by a panel of broadcasters from another state. The number of awards actually given is at the judges' discretion. If judges deem no entries in any category represent “excellence,” no awards will be given.

## **USING THE BEST IN MEDIA ONLINE AWARDS SYSTEM:**

Best in Media 2016 is even faster and easier to use. We recommend you check out these quick instructions before you start. There are video tutorials further down this document.

***Note: If you are a station that will have multiple people using the system, we HIGHLY RECOMMEND one person takes the time to become very familiar with the process so others can get help if they need it.***

1. Go to [www.bestinmedia.com](http://www.bestinmedia.com)
2. Create a new user account for 2016
3. Fill out an entry form for each entry. Each entry can have up to 4 media files
4. Repeat the form or go straight to the payment page
5. Locate the entry form(s) in your inbox. Note: Entry forms come from: [no-reply@wufoo.com](mailto:no-reply@wufoo.com)
6. Go to your states payment form and pay for all your entries. Note: You have the option of going straight from an entry form to the payment form.
7. Go to your Media Manager and upload your:
  - Video (mp4 or mov)
  - YouTube URL (required)
  - Audio (mp3)
  - Image (jpg or png)
  - Document (pdf)
  - Website URL / Website categories only (Note: You CANNOT use a website URL to enter a video or audio)

**Important: Make sure you click on the field marked “Required” and select the state or organization you belong to.**

7. Go back to your Media Manager by clicking on “View Your Media” and check that all your media is posted and running the way you want the judges to see them.

**AGAIN...DON'T FORGET TO PAY FOR YOUR ENTRIES BEFORE THE DEADLINE!!!**

## **OFFICIAL RULES:** *Rules apply to Radio & TV, English, Spanish & Student entries*

- 1) There are SEPARATE contests and awards for Radio and Television.
  
- 2) ONLY LOCALLY PRODUCED CONTENT CREATED BY LOCAL NBA MEMBER RADIO OR TELEVISION STATIONS OR ASSOCIATE MEMBERS ARE ELIGIBLE.
  
- 3) ALL ENTRIES **MUST** HAVE AIRED ON A NBA MEMBER RADIO OR TELEVISION STATION IN GOOD STANDING **BETWEEN MAY 1, 2015 AND APRIL 30, 2016.**
  
- 4) Do not submit entries that were produced and/or aired prior to May 1, 2015. Any entries found to have aired prior to this date will be disqualified and if having subsequently won an award, will be disqualified and award rescinded.
  
- 5) Programs and/or segments must be submitted in their entirety as they actually appeared over the air, excluding commercials, and **NOT** otherwise edited; (video and audio clips are limited to 30 minutes). You may NOT enter a highlighted, edited version of any program, whether sports or news or any other category, but can remove all commercials/promos within the program itself.
  
- 6) You may submit entries in as few as one or as many as all categories.
  
- 7) Please follow the instructions you will find on [www.bestinmedia.com](http://www.bestinmedia.com)
  
- 8) The same entry may not be submitted in more than one category.
  
- 9) Only entries that have aired on over-the-air NBA member broadcast stations are eligible. Entries that appeared solely on a website are **NOT** eligible.
  
- 10) Entries are not considered complete until paid for; payment deadline is 5:00 p.m. CDT, 6/2/2016.

**In order to have your entries judged, payment must be made at the time you upload your entries.**

# **CATEGORIES:**

## **1. SERVICE TO COMMUNITY (Max. 3 entries/station)**

- Any public service program or program series developed to benefit the station's local listening or viewing audience.
- Any public service announcement or series of announcements devoted to serving the station's community.

## **2. SERVICE TO CHILDREN (Max. 3 entries/station)**

- Any program or program series developed to serve the education and informational needs of children ages 16 or under.
- Any public service announcement, series of announcements or short subjects for the benefit of children in the local listening or viewing audience.

## **3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION (Max. 3 entries /station)**

- Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of any classification above.

## **4. SERVICE TO AGRICULTURE (Max. 5 entries/station)**

- Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of agriculture.

## **5. BEST SPOT NEWS REPORTING (Max. 3 entries/station)**

## **6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES (Max. 3 entries/station)**

## **7. BEST NEWSCAST**

- Newscast may be edited to exclude commercials/promos. **Only one newscast that aired on Thursday February 25<sup>th</sup>, 2016 can be submitted.**

## **8. BEST SPORTS PLAY-BY-PLAY (RADIO) / ON THE SCENE SPORTS REPORTING (TV) (Max. 3 entries/station, limit play by play to one game per entry.) No "best of" or editing/"telescoping" allowed.**

**9. BEST IN-DEPTH SPORTS STORY OR SERIES (Max. 3 entries/station)**

**10. BEST SPORTSCAST.**

- Length of edited sportscast not to exceed 12 minutes. **Only one sportscast that aired on Thursday February 25, 2016 can be submitted.**

**11. COMMERCIAL (Max. 8 entries or campaigns of max. 3 spots/campaign per station)**

- Best client commercial or campaign, 30 or 60 seconds in length.

**12. PROMOTIONAL BEST (Limit 5 entries max/station)**

- Best promotional spot announcement or campaign to promote person, program or station event; written, produced & edited by station. Any length.

**13. BEST WEBSITE**

- Stations must submit the URL of the FCC-licensed station's website home page. Content may be supplemented by services or networks but website must also provide content primarily generated by the station. Entries will be judged on content, writing, innovation, use of audio and video, effective use of blogs, visual design, functionality and interactivity.

# SPANISH RADIO CATEGORIES

This category has been created to recognize the contributions of NBA member radio stations broadcasting full time in Spanish. Entry content must be 100% Spanish. A minimum of three (3) different Spanish stations must enter in each category for awards to be judged. Refunds will be issued if too few stations participate.

## 1. BEST NEWSCAST (*Max. 3 entries/station*)

- Newscast may be edited to exclude commercials/promos. **Only one newscast that aired on Thursday February 25<sup>th</sup>, 2016 can be submitted.**

## 2. BEST SPORTSCAST. (*Max. 3 entries/station*)

- Length of edited sportscast not to exceed 12 minutes. **Only one sportscast that aired on Thursday February 25<sup>th</sup> 2016 can be submitted.**

## 3. COMMERCIAL (*Max. 8 entries or campaigns of max. 3 spots/campaign per station*)

- Best client commercial or campaign, 30 or 60 seconds in length.

## 4. PROMOTIONAL BEST (*Limit 5 entries max/station*)

- Best promotional spot announcement or campaign to promote person, program or station event. Any length.

## 5. BEST WEBSITE

- Stations must submit the URL of the FCC-licensed station's website home page. Content may be supplemented by services or networks but website must also provide content primarily generated by the station. Entries will be judged on content, writing, innovation, use of audio and video, effective use of blogs, visual design, functionality and interactivity.

# COLLEGE STUDENT CATEGORIES: Radio, AND Television (NEW)

Student category entries must have been created by students while enrolled either at a college with a Nebraska Broadcasters Association member station or an affiliated college program. Entries must have been broadcast on radio or television, or transmitted via a channel offered by a cable television provider.

1. **Public Service Announcement:** :60 or less. Single entry.
2. **Best Promotional Announcement:** :60 or less. Single entry.
3. **News Story:** Any length. Reported in a regularly scheduled program. Single entry.
4. **News Feature:** Any length. A portion of a regularly scheduled program or specialty report. Single entry.
5. **Sports News Story:** Any length. Reported in sports or regularly scheduled program. Single entry.
6. **Live Sports Event:** Any length up to 30 minutes. One program. Single entry.

College Student Entry tutorial:

<http://screencast.com/t/AMfXmi1q8p>

# HELPFUL TIPS & VIDEO TUTORIALS

1. If you choose to use a YouTube video for your entry, you MUST include the FULL URL both in your entry form AND upload the URL into your Media Manager. The video must also be made "public" on your YT account. <http://screencast.com/t/G0JujJSyk8>
2. Make sure you click on the "Required" box just below the "Browse Files" button in your uploader and assign which state or organization you are entering into.
3. Your "Entry Name" should be like the title of a book. Your file name can be the same, or different, as long as you have them both clearly entered on your entry form
4. Don't guess at the correct video export settings...KNOW THEM!!! Best in Media uses the most current HTML5 HD streaming codecs and work great...only if you are familiar with the settings for an .mp4 or .mov file during your exporting.

## **What are the best settings for a video file?**

These days, the very best type of videos that are meant for streaming is mp4. Here's the best HD settings for exporting:

File Type: mp4

Codec: H.264 / AVC

Bit Rate: 1500-3500 (2500 is really the best choice for HD)

Frame Rate: 30, 29.97, 24

Aspect: 1280 x 720 (720P) or 1920 x 1080 (1080P)

Interlaced: de-interlaced or progressive (this eliminates the "venetian" blind effect) horrible in sports clips

Audio: 44.1 / 16 bit / stereo / mp3 (48K is just a waste of space)

5. Once you submit an entry form, you will be redirected to the payment form link page. You can pay for that one form, or come back later and use the "Payment Form" link under FORMS in the navigator bar. YOU MUST PAY FOR ALL YOUR ENTRIES BY THE DEADLINE. ANY MISSING PAYMENTS COULD ELIMINATE YOUR ENTRY FROM JUDGING.

## **Create your 2016 Account**

<http://screencast.com/t/Y0iFvkj2>

## **Entry Form**

<http://screencast.com/t/aM7WVtJralZ>



## Media Manager

<http://screencast.com/t/awkwla6HWwJI>

Video

YouTube Video

Audio

Image

Document

**Entering a YouTube Video (the YT URL must be entered on the form AND uploaded to their media manager)**

<http://screencast.com/t/IUB8io6ON>

# *Thank you for entering!*

**QUESTIONS?**

**CONTACT THE NBA AT 402-933-5995 or [jim@ne-ba.org](mailto:jim@ne-ba.org)**