



www.bestinmedia.com

**2017 WAB
AWARDS PACKET**

**Awards Entries open:
3/1/2017**

Awards Close: 3/31/2017

BRING HOME BRAGGING RIGHTS ENTER WAB AWARDS!

Electronic submission for **Best In Media** - www.bestinmedia.com

1. Create a log-in – The site has been once again revamped to be easier and more user friendly! Create your log-in – takes 1 minute. (Can be a previously created account, that is up to you.)

ENTRY FEE: \$25 per station (regardless of # of entries). **MUST BE PAID WITH A MAJOR CREDIT CARD VIA PAYPAL** (can pay for all your stations at once.) If you have problems, call Laura and she can send you an e-mail request to pay.

IMPORTANT DATES: You may start uploading your entries starting 3/1/2017 **ENTRIES CLOSE END OF DAY 3/31/2017**

Submit your best work from April 1, 2016 – current

SEE THE ATTACHED INSTRUCTIONS – STEP BY STEP

ONCE THE MARCH 31ST DEADLINE HAS PASSED, THERE ARE NO LAST MINUTE ENTRIES, AS THEY ARE AUTOMATICALLY CLOSED AND CANNOT BE EXTENDED. I CANNOT STRESS ENOUGH – DO NOT WAIT UNTIL THE LAST MINUTE TO UPLOAD YOUR MEDIA AND DO THE ENTRIES.

**1st and 2nd place will be awarded at the banquet:
June 10, 2017 – RamKota Inn - Casper**

NEW REVISED AWARD:

Best Use of Digital Media. This has been revamped to also include your website + one of your social media sites (Twitter, Facebook, etc.) See criteria below.

RADIO CATEGORIES – PLEASE MAKE SURE YOU ARE ENTERING THE CORRECT MARKET. If you fail to do so, your entries will be eliminated from judging.

LARGE MARKET – Casper, Cheyenne, Evanston, Gillette, Laramie, Green River, Rock Springs & Sheridan

SMALL MARKET – All others

BEST COMMERCIAL CAMPAIGN – **Submit up to 2 commercials per campaign**

This is a series of commercials developed for the client. **Limit of 2 campaigns** per station/2 spots per campaign. :30's or :60's **MUST BE A WYOMING BUSINESS!**

BEST SINGLE COMMERCIAL – **Limit of 2 entries per station.** :30's or :60's

Choose what you deem to be the best work you've done for your clients all year. If you think it is amazing, hopefully the judges will too! **MUST BE A WYOMING BUSINESS!**

BEST STATION PROMO – **Limit of 1 entry per station. Must be 100% locally produced in-house.**

BEST RADIO SHOW – **Limit of 3 minutes per show, limit of 1 entry per show.** Must be edited from a single board shift.

BEST SPORTS COVERAGE – **Limited to 3 minutes, may be edited.** Entry shall come from any sports coverage or local sports show, excluding play by play. Must be a Wyoming based program. **Limit 1 entry per sports person.**

BEST NEWS REPORTER - **Limit 1 entry per reporter – maximum of 3 minutes.** Entry shall come from a compilation of the reporter's work. Entry may be edited.

BEST LOCAL NEWS TALK – **Limit to 2 entries per station – maximum of 3 minutes.** This entry can be a feature story, investigative report, series, daily show or editorial.

BEST PLAY BY PLAY - **Limit of 1 entry per person, may be edited and is limited to 3 minutes.** Entry shall come from a single play by play event of a WYOMING, local non-network event.

BEST PUBLIC SERVICE – **Limit of 1 entry per station.** Supporting documentation is accepted (PDF FILE ONLY). Select your best public service campaign of the year. Entries will be judged on creativity, listener participation and general public response. **CHANGE: Winning entry will be given a check for \$500 for the station to present to the organization that benefitted from the PSA. No second place money will be awarded this year.**

NEW: WEBSITE/SOCIAL MEDIA – Social media has become an emerging way for TV/Radio stations to further their connection with viewers/listeners. You also utilize your website for promotions, news, weather, information. Each station may enter their website PLUS one of your social media sites (Facebook, Twitter, Instagram, etc). Judging will be based on listener/viewer engagement, creativeness and how the page represents the station's brand. The URL for social media site must be included on the entry form. Social media page will be judged in real time, online. **CONTENT MUST BE MAINTAINED BY STATION PERSONNEL.**

STATION OF THE YEAR - Outline your station's overall efforts throughout the past year including information about public service activities, awards and honors, creative listener and sales promotions, quality of production and programming. This can be in the form of an audio (talking about what you do)...video (showing what you do) or a pdf file, which a judge would have to read. Limited to 5 minutes in length.

TELEVISION CATEGORIES

BEST COMMERCIAL CAMPAIGN – Submit up to 2 commercials per campaign. This is a series of commercials developed for the client. **Limit of 2 campaigns per station/2 spots per campaign.** :30's or :60's **MUST BE A WYOMING BUSINESS!**

BEST SINGLE COMMERCIAL – Limit of 2 entries per station. :30's or :60's
Choose what you deem to be the best work you've done for your clients all year. If you think it is amazing, hopefully the judges will too! **MUST BE A WYOMING BUSINESS!**

BEST STATION PROMO – Limit of 1 entry per station. Must be 100% locally produced in-house.

BEST ANCHOR – Limit of 1 entry per Anchor and limit of 2 minutes. May be edited to include several different newscasts.

BEST SPORTS – Limit of 1 entry per person and limit of 2 minutes. Entry shall come from any sports coverage or local sports show. **Must be a Wyoming based event.** Entry shall be judged 50% on anchoring and 50% on reporting.

BEST WEATHER PERSON – Limit of 1 entry per person and limited to 2 minutes. Entry may include all elements featuring the weather person in an individual newscast. May be edited.

BEST NEWS REPORTER - Limit 1 entry per reporter – maximum of 2 minutes. Entry shall come from a compilation of the reporter's work. Entry may be edited.

BEST BREAKING NEWS – Limit to 1 entry per reporter – maximum of 2 minutes. This entry will come from coverage of a breaking news event.

BEST NEWS PIECE - Limit of 2 entries per station. May come from: feature story or investigative report. Limit of 5 minutes per entry.

BEST PUBLIC SERVICE – Limit of 1 entry per station. Supporting documentation is accepted (PDF FILE ONLY). Select your best public service campaign of the year. Entries will be judged on creativity, listener participation and general public response. **Winning entry will be given a check for \$500 for the station to present to the organization that benefitted from the PSA. No money will be awarded for second prize. This is new for 2016.**

BEST PHOTOGRAPHY – Limit of 2 entries per station and 2 minutes per entry. Entry should demonstrate photographic and editing ability.

NEW: WEBSITE/SOCIAL MEDIA – Social media has become an emerging way for TV/Radio stations to further their connection with viewers/listeners. You also utilize your website for promotions, news, weather, information. Each station may enter their website PLUS one of your social media sites (Facebook, Twitter, Instagram, etc). Judging will be based on listener/viewer engagement, creativeness and how the page represents the station's brand. The URL for social media site must be included on the entry form. Social media page will be judged in real time, online. **CONTENT MUST BE MAINTAINED BY STATION PERSONNEL.**

STATION OF THE YEAR:

You will record your entire newscast for a two week period (March 6 – March 19). After that two weeks, the WAB will send you three days in which you can submit that entire newscast minus commercial breaks. The judging will be on the overall broadcast, which includes all aspects.

WORKSHEET FOR ENTRIES

This is optional, but it may help you when submitting. Make copies as needed.

1. **DIVISION (RADIO ONLY) - SMALL MARKET or LARGE MARKET** (make sure you are submitting in the right division)
2. **CATEGORY – (Select from our categories)**_____
3. **Entry Name – Not call letters – what is the name of the entry – pick a unique name that describes the entry:**

4. **Associated Files/Video, audio, document, youtube URL* ISSUU URL, website URL**
Name of the file you are uploading:

5. **Recognition: Who’s name will be on the award?**
6. **Finish/Submit – repeat another form (many times it is auto-filled) or submit and return to the home page. It is easier to do a form and upload media, then another...but you can do all entries, then media.**

YOU TUBE URL’s MUST BE UPLOADED TO YOUR MEDIA MANAGER IN ORDER FOR THE VIDEO TO BE VIEWABLE BY THE JUDGES. NO EXCEPTIONS

1. Go to www.bestinmedia.com and create a new account for this year’s award program. Your account from last year is no longer active.
2. Once you have created a new account (you will automatically be logged in) [click here](#) to make your one-time \$25 payment using PayPal
3. After your payment has been confirmed by PayPal, you will be redirected to your first entry form. From then on, you can reach additional entry forms by clicking on the “FORMS” link in the top navigator bar.