



KAB
KANSAS ASSOCIATION OF
BROADCASTERS
Television Awards

**ENTER the KAB's Awards for
*Excellence in Broadcasting.***

**Entry Deadline
July 1**

Entries must be downloaded to
betternewspapercontest.com/kabawards
by 11:59PM July 1.

***Station of the Year
Award***

in each competition group

ENTRY GUIDELINES

Eligibility: The KAB Awards for *Excellence in Broadcasting* is open to KAB Member Stations whose dues are paid in full. Entries must be locally produced by station staff, without the aid of an outside agency. A contract "voice" or client appearance is allowed. Syndicated or network materials may be used, but must play a secondary role in spot production and presentation. Entries must have aired on station entering between July 1 of last year and June 30 this year.

Awards: Judging is done by broadcasters from another state. A KAB First Place Award plaque will be given in each category of each division **unless, in the opinion of the judges, no award is deserved.** If there are deserving entries, second place and honorable mention will be awarded.

A **Station of the Year Award** will be given for each competition group. Station must air at least one local daily newscast to be eligible – except in the non-metro category.

Winners of the Station of the Year Award will be determined by a point total based on a percentage of the total points available to that station:

6 points - First Place 2 points – Third Place

4 points - Second Place (ties go to most 1st places, then to most 2nd places)

Presentation: Awards will be presented during the October KAB Convention but can be promoted the next day following release of the information in August.

Judging: Judging will be by a panel of out of state broadcasters. Entries will be judged for excellence, creativity, believability and effectiveness. Criteria will include, as applicable, theme, phrasing, salesmanship, technical, opening and closing.

Entry Deadline: Entries must be **UPLOADED** to <http://betternewspapercontest.com/kabawards> by 11:59PM July 1.

Instruction for this may be found at <http://kab.net/kabawards/broadcastawards/default.aspx>

Entry Fees: \$30 per entry

Submit one check or phone in your credit card number for the total of your entry fees.

214 SW 6th St, Suite 300, Topeka KS 66603.

Disqualification: Entries that do not follow all specifications or are in wrong category will be disqualified. Entrants will not be notified of disqualification, nor will entry fees be refunded.

Competition Groups ALL Categories:

- A) Major Market (Kansas City)
- B) Large Market (Wichita)
- C) Medium Market (Pittsburg, Topeka)
- D) Non Metro (All other markets)

Category # Category Name

- A,B,C,D - 1 PRIME NEWSCAST - 30 minutes.
Submit your best ENTRY from an afternoon or evening newscast.
- A,B,C,D - 2 AM/NOON NEWSCAST
Submit your best entry from a morning or Noon Newscast. (30 minutes max)
- A,B,C,D - 3 HARD NEWS FEATURE / ENTERPRISE STORY
Coverage can include a series – 15 min. max. Submit up to three entries per station.
- A,B,C,D - 4 NEWS FEATURE
Submit up to three entries per station.
- A,B,C,D - 5 SPORTS FEATURE
Submit up to three entries per station.
- A,B,C,D - 6 SPORTSCAST - Submit your best entry for a sportscast that airs during a regularly scheduled newscast. ONE ENTRY per station.
- A,B,C,D - 7 WEATHERCAST – Submit your best entry for a weathercast that airs during a regularly scheduled newscast. ONE ENTRY per station.
- A,B,C,D - 8 SINGLE TOPIC EVENT NEWS COVERAGE - Aired inside or outside a scheduled newscast. ONE ENTRY per station.
- A,B,C,D - 9 IN-DEPTH NEWS REPORTING in a single story or series. Submit up to three stories/or series per station.
- A,B,C,D - 10 SPECIAL PROGRAM is a program originated by the station – outside a regular newscast - it may be public affairs, entertainment, sports or cultural in nature. It may NOT be a paid program by an advertiser. Maximum 60 minutes. One per station.
- A,B,C,D - 11 COMMERCIAL, 60 seconds or less
Submit up to THREE single ENTRIES.
- A,B,C,D - 12 COMMERCIAL SERIES
Submit up to THREE SERIES, maximum three per client.

A,B,C,D - 13 STATION PROMOTION ANNOUNCEMENT.
Submit up to three entries.

A,B,C,D - 14 STATION PROMOTION CAMPAIGN
Submit series, one subject, any length. Submit up to THREE Campaigns.

A,B,C,D - 15 STATION WEBSITE
Submit URL of station's home page. Judging will be based on content, innovation, visual appeal, ease of navigation, and interactivity that engages the audience

Tony Jewell Community Service Award

Judging will be based on overall station effort of ONE project which makes a difference in a local community. The project may be a one-day event or drive, or a year-long project. Stations should prepare an entry that includes one or both of the following:

- A 300-word or less essay describing the effort which can include photos; and/or
- A 15-minute or less video that is representative of the station's efforts. It could include such things as public service announcements, news coverage, telethons, special coverage, etc.