



The Station Awards for Excellence in Broadcasting is sponsored annually by the Kansas Association of Broadcasters to recognize outstanding achievement by Kansas radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize...peer recognition to members of the broadcast industry in Kansas.

**Entry Deadline:** Entries must be uploaded to the awards website by **10:59 p.m. July 1.**

Pay via credit card within the platform or mail a check. We will not be taking credit card payments over the phone.

**Beginning this year, Non-Metro TV has been combined with Medium Market TV due to limited entries in Non-Metro in previous years. All other markets outside of Kansas City and Wichita will compete in the Medium Market and Non Metro TV Group.**

**Entry Fees: \$30 per entry**

#### Competition Groups—English

A: Major Market (Kansas City)

B: Large Market (Wichita)

C: Medium Market and Non Metro TV (Topeka, Pittsburg and all other markets)

Every market group may compete in each award category.

#### Competition Groups—Spanish

A: Major Market (Kansas City)

B: Large Market (Wichita)

C: Medium Market and Non Metro TV (Topeka, Pittsburg, and all other markets)

## General Rules

**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.

**Station of the Year:** 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. One station will receive this award in each of these groups:

- A) Major Market TV
- B) Large Market TV
- C) Medium Market and Non Metro TV

Station of the Year will be based on the total cumulative points for ALL awards won, with weighted points (20%) in the Station Excellence category. *Stations must enter the Station Excellence category to be eligible for Station of the Year.*

First Place , 6 points / Second Place - 4 points / Third Place - 2 points

**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.

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

# TV Award Categories: Number and Name

**1: PRIME NEWSCAST** - 30 minutes.

Submit your best ENTRY of an afternoon or evening newscast (any date).

**2: AM/MIDDAY NEWSCAST** – 30 minutes. Submit your best entry of a morning or midday newscast (any date).

**3: HARD NEWS FEATURE / ENTERPRISE STORY:** Coverage can include a series – 15 min. max. Submit up to three entries per station.

**4: NEWS FEATURE:** Submit up to three entries per station.

**5: SPORTS FEATURE:** Submit up to three entries per station.

**6: SPORTSCAST:** Submit your best entry for a sportscast that airs during a regularly scheduled newscast. ONE ENTRY per station.

**7: WEATHERCAST:** Submit your best entry for a weathercast that airs during a regularly scheduled newscast. ONE ENTRY per station.

**8: SINGLE TOPIC EVENT NEWS COVERAGE:** Aired inside or outside a scheduled newscast. TWO ENTRIES per station.

**9: IN-DEPTH NEWS REPORTING:** In a single story or series. Submit up to three stories/or series per station

**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. TWO per station

**11: COMMERCIAL, 60 seconds or less:** Submit up to THREE single ENTRIES.

**12: COMMERCIAL SERIES:** Submit up to THREE SERIES, maximum three per client.

**13: STATION PROMOTION ANNOUNCEMENT:** Submit up to three entries.

**14: STATION PROMOTION CAMPAIGN:** Submit series, one subject, any length. Submit up to THREE Campaigns.

**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.

**16: RECURRING PROGRAM:** This is a non-newscast program that regularly airs weekly or monthly and consists of 12 episodes minimum. Maximum 60 minutes. ONE EPISODE ENTRY per station.

**17: Excellence In Diversity/Equity/Inclusion News:** For excellence in news or journalistic coverage focused on topics including diversity equity and inclusion reporting on issues facing marginalized communities or similar social injustices, notably focused on efforts to raise awareness. Voice-overs or narratives are permitted only if they were part of the original piece. A short description of the entry is requested. Entry may be edited, and all commercial breaks must be removed. Maximum 15 minutes. TWO per station.

## Other 2023 Changes

- Prime Newscast and AM/Midday Newscast entries no longer have to be from a KAB-announced date. Entries may be from any date within the contest timeframe.
- Station Excellence weight toward overall score is increasing from 10% to 20%.

# TV Award Categories: Number and Name

## **18: Excellence In Multimedia/Digital Storytelling:**

Entry should display excellent use of multiple platforms to tell a single story on multiple platforms, which could include broadcast, website and social media outlets. Entry must showcase at least two different platforms. Please provide appropriate links or screenshots. Entry should represent covering a major news event, investigative project or feature subject. Entry should demonstrate a creative and effective use of graphics, audio, video, still photography and interactives. Network or syndicator-provided material do not qualify. Include a brief written description of entry. TWO per station.

## **19: Excellence In Multimedia/Digital Promotional or Commercial Announcements:**

Entry should display excellent use of multiple platforms to showcase a promotion or commercial on multiple platforms which could include broadcast, website and social media outlets. Entry must showcase at least two different platforms. Please provide appropriate links or screenshots. Entry should represent a single promotion or commercial. Entry should demonstrate a creative and effective use of graphics, audio, video, still photography and interactives. Network or syndicator-provided material do not qualify. Include a brief written description of entry. TWO per station.

**20: Station Excellence** - A 300-word maximum essay explaining why the station is deserving of the overall Station of the Year title. **A station MUST enter this category to be considered for station of the year.**

Station of the Year will be based on the total cumulative points for ALL awards won, with weighted points in the Station Excellence category (20% weight of overall score).

## **Tony Jewell Community Service Award: Under "Division" select "General"**

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.

## **SPANISH CATEGORIES**

We offer Spanish-language contests in the following categories:

### **S3: HARD NEWS FEATURE / ENTERPRISE STORY:**

Coverage can include a series – 15 min. max. Submit up to three entries per station.

**S6: SPORTSCAST:** Submit your best entry for a sportscast that airs during a regularly scheduled newscast. ONE ENTRY per station.

**S11: COMMERCIAL, 60 seconds or less:** Submit up to THREE single ENTRIES.

When creating your contest manager account, please select the appropriate "Spanish" circ group.

**Payment:** Payment for entries can be made via credit card with the BetterBNC platform.

# Award Entry Instructions

Entries to the KAB Awards will be submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com). Below are directions for preparing and submitting entries. If you have questions, please contact the KAB office at 785-235-1307 or [info@kab.net](mailto:info@kab.net). OR in the top right corner of the site there is a “contact Better BNC” button for help.

**IMPORTANT: The contest platform is optimized for Google Chrome and Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.**

**The deadline for all entries is 10:59 p.m. July 1.** If you have questions, please be sure to call our office before 5 p.m. Emails/calls placed after 5 p.m. may not be responded to until the next business day.

## Login

Go to [www.betterbnc.com](http://www.betterbnc.com).

Click [contestant login](#) (upper left).

Select the appropriate Contest.

Select the appropriate contestant type:

If you are the single point of contact for your organization, select Contestant Manager (and scroll down to “e”)

**Stations should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the organization. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (two entries is to provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the organization.**

If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.

For Contestant Managers and Authorized Entrants, select the appropriate News Organization.

Enter your Email address.

If you didn't participate last year, then enter your temporary Password: [bnc](#) (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information. Otherwise use last year's password. If you don't remember it, click the “forgot password” button.

## Submit Entries (click “contest information” regarding guidelines)

- a. Click “My Contest” at the top of the page
- b. On the Manage Entries page, click [Submit Entry](#) (left side).
- c. Select the appropriate Division (a larger grouping of categories).
- d. Select the appropriate Category.
- e. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.

# Award Entry Instructions Continued

Based on the type of entry, add content:

**To add web/audio/video content**, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content:

**Audio:** [www.kiwi6.com](http://www.kiwi6.com), Sound Cloud

**Video:** [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)

**IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

**To upload digital file attachments (Only for Tony Jewell Award entry other than audio/video)**, click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to [www.issuu.com](http://www.issuu.com), and copy and paste the URL into the Web URL field.

Add Credits for those responsible for the entry content. Click Submit.

## Payment for Entries

When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.

Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.

Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). You can print this page for your records.

Make credit card payment within the BetterBNC platform. Or, mail a check to the KAB office at 534 S. Kansas Ave., Ste. 1105, Topeka, KS 66603. Payment must be submitted BEFORE the July 1 deadline. *We will NOT be taking credit card payment over the phone.*