

BROADCAST EXCELLENCE AWARDS



MARKET DEFINITIONS

*Market is defined by the size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

MAJOR MARKET	Kansas City Metropolitan - Johnson, Jackson, Wyandotte, Clay Counties
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LARGE MARKET	Wichita - Sedgwick County
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MEDIUM MARKET NON-METRO	All Other Counties
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GENERAL TELEVISION CONTEST RULES

- 1** The KAB Broadcast Excellence Awards are open to member stations whose dues are paid in full.
- 2** **An entry can only be submitted in one category.** Entries must comply with all category requirements and submission specifications to remain eligible. Disqualified entries will not be notified, and entry fees are nonrefundable.
- 3** All entries must have aired on the submitting station between **July 1, 2025, and June 30, 2026.**
- 4** Entries must be locally produced by station personnel and may include contract voice talent or client appearances, with syndicated or network content only playing a secondary role.
- 5** Each non-series entry must be submitted through its own unique link. Multiple entries may not be uploaded to a single webpage or shared link.
- 6** Spanish-language entries are welcome and will be judged alongside English-language entries in the corresponding categories. An English transcript or English overdub must be included with the submission. Clearly label all transcript and overdub files.

**ENTRIES MUST BE
UPLOADED TO
ROCK OUR AWARDS BY
10:59 P.M. JULY 6.**

ENTRY INSTRUCTIONS

Entering Awards

Entries to the KAB Awards will be submitted using a web-based program at www.rockourawards.com. There is a detailed document with directions for registering your station and submitting entries linked [HERE](#).

If you have questions, please contact the KAB office at **785-235-1307** or info@kab.net.

Entry Deadline: All entries must be uploaded by **10:59 p.m. on July 6, 2026**. Questions submitted after 5:00 p.m. on the deadline date may not receive a response before the contest closes.

Payment

Each entry is \$30 for TV Stations of all markets.

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

Awards Presentation

Awards will be presented at the KAB Convention on October 19. Winners may begin promoting their awards after official results are released in August. All submitted content must remain accessible online through October 10, 2026.

JUDGING

Entries are evaluated by broadcast professionals from outside Kansas. Judges may not be familiar with your market, community, or local issues. If additional context is necessary, provide a brief written explanation or an introductory voice-over. Showing what you do for your communities is key to a winning entry.

Successful entries clearly demonstrate how the station serves its audience and community. Judges are encouraged to evaluate entries based on excellence, creativity, effectiveness, audience impact, and overall execution.

Each non-series entry must have an individual link. We do not accept bulk entries that have been loaded onto a single webpage.

Station of the Year is evaluated after all other categories. Judges develop an overall impression of a station's programming, talent, community involvement, and production quality through the entries submitted.

Stations must enter the **Station Excellence** category to be eligible for Station of the Year consideration. Use this category to showcase your station's accomplishments through supporting audio, video, and written materials.

A First-Place award will be presented in each category and division unless the judges determine that no entry merits recognition. When warranted, judges may also award Second Place and Honorable Mention.

CATEGORIES

Prime Newscast

Submit your best entry of an afternoon or evening newscast. Any date. Maximum 30 minutes. (Up to 2 entries per station)

Morning/Mid-Day Newscast

Submit your best entry of a morning or midday newscast. Maximum 30 minutes. (Up to 2 entries per station)

In-Depth News Reporting

A single story or series that investigates a topic or issue. Should provide deeper context and understanding. Maximum 10 minutes. (Up to 3 entries per station)

News Feature

Aired inside or outside a scheduled newscast. Covers a softer, human-interest angle based on scheduled events or widely known topics. Maximum 5 minutes. (Up to 3 entries per station)

Sports Feature

In-depth segment related to a specific athlete, team, or sports topic. Maximum 5 minutes. (Up to 3 entries per station)

Sportscast

Submit your best entry for a sportscast that airs during a regularly scheduled newscast. Maximum 10 minutes. (Up to 2 entries per station)

Weathercast

Submit your best entry for a weathercast that airs during a regularly scheduled newscast. Maximum 10 minutes. (Up to 2 entries per station)

Commercial

60 seconds or less. (Up to 3 entries per station, 1 entry per client)

Commercial Series

A series of commercials (3 or more) for a single client. Groups with stations in multiple markets may only enter spots produced by the local station. Maximum 1 series per client. (Up to 3 series entries per station)

Station Promotion Announcement

Showcase creativity, audience engagement, and strong production value. 60 seconds or less. (Up to 3 entries per station)

Station Promotion Campaign

A series of promotions (3 or more) covering one subject in relation to your station. Should reflect a clear theme with consistent messaging across spots. (Up to 3 campaign entries per station)

Station Website

Submit URL of station's home page. (1 entry per station)

Recurring Program

This is a non-newscast program that regularly airs weekly or monthly and consists of 12 episodes minimum. Highlight reels accepted. Maximum 30 minutes. (Up to 3 entries per station)

Special Program

A program originated by the station – outside a regular newscast - it may be a public affairs, entertainment, sports or cultural in nature. Maximum 30 minutes. Highlight reels accepted. (Up to 2 entries per station)

CATEGORIES CONTINUED

Excellence In

Diversity/Equity/Inclusion News

News coverage of diversity, equity, inclusion, or social justice issues affecting marginalized communities. Narration is allowed only if part of the original piece. Entries may be a compilation and must include a short description. Maximum 15 minutes. (Up to 2 entries per station)

Excellence In

Multimedia/Digital Storytelling

Single story, such as a major news event, investigative report, or feature, told across at least three platforms (broadcast, website, social media). Entries must include relevant links or screenshots and demonstrate creative, effective use of graphics, audio, video, photography, or interactive elements. A brief written description is required. (Up to 2 entries per station)

Excellence In Multimedia/Digital Promotional or Commercial

Single promotion or commercial effectively presented across at least three platforms such as broadcast, website, or social media. Entries must include appropriate links or screenshots and demonstrate creative, effective use of graphics, audio, video, photography, or interactive elements. A brief written description is required. (Up to 2 entries per station)

Station Excellence

To be considered for Station of the Year, stations must enter this category and submit an essay not to exceed 300 words explaining why they deserve the title. Supplemental materials showing your efforts are recommended. Station of the Year is awarded in each competition group and requires the station to air at least one local daily newscast. Winners are determined by total points earned across all categories, with Station Excellence weighted at 20%.

Tony Jewell

Community Service Award

This award recognizes a station's impact through a community-focused project, whether a one-time event or an ongoing initiative. Entries must include audio or video (10 minutes or less) demonstrating the project's purpose, execution, audience engagement, and community impact through PSAs, news coverage, community drives, fundraising efforts, or other supporting materials.

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.

Point Values: First Place (6 points) / Second Place (4 points) / Third Place (2 points)

RECENT AWARD CHANGES

Why We've Made These Changes

Our goal is to create a smoother, more enjoyable experience for both entrants and judges. The transition to in-person judging has provided valuable feedback, helping us identify areas where greater clarity and consistency were needed. These updates aim to simplify the entry process, reduce confusion, and ensure each category is well-defined. Thus, making it easier for stations to submit their best work and for judges to fairly evaluate it.

New Awards Entry Platform

Rock Our Awards platform is being used to further streamline and enhance the entry process for stations. The updated system is more user-friendly, with clearer instructions, easier file uploads, and improved navigation. This transition supports our ongoing efforts to make participating more efficient and accessible for all member stations.

Revised Category Descriptions and Time Limits

We've refined all category descriptions to provide clearer guidance for entrants. Each description includes specific criteria, format expectations, and time limits. Many categories now include shortened time limits to streamline the judging process, and we've clarified when edited compilations are acceptable. These updates are designed to make the submission process more consistent for all entrants.

Spanish and English Entries Now Compete Together

Due to feedback from Spanish-language stations wanting to compete in more categories, all entries, regardless of language, will now be judged together. This change allows for broader inclusion and ensures all stations are evaluated equally based on content quality, creativity, and community impact. Entries in Spanish should include an overdub or transcript, as applicable.

Removed: Hard News/Enterprise Story

Over time, this category consistently received entries that did not align with the intended definition of enterprise reporting, leading to confusion for both entrants and judges. To better support quality journalism, we recommend stations submit qualifying stories to the In-Depth Reporting category, which is more clearly defined and better suited for investigative or comprehensive news coverage.

Removed: Single Topic Event News Coverage

The Single Topic Event News Coverage category has been removed due to significant overlap with the News Feature category. We frequently received duplicate or similar entries in both, creating confusion and redundancy. Moving forward, we encourage stations to submit these types of stories into the News Feature category, which recognizes exceptional coverage of individual news events.

Tony Jewell Now Requires Audio or Visual Component

To better showcase the impact of community service efforts, the Tony Jewell Community Service Award now requires an audio or visual component and no longer requires an essay as part of the submission. This change ensures that stations can provide a more tangible representation of their project, highlighting the work done through PSAs, coverage or other promotional efforts.