



# Tennessee Association of Broadcasters Excellence in Broadcasting Awards

## 2023 Contest Rules

Entries for the 2023 Tennessee Association of Broadcasters Excellence in Broadcasting Awards are submitted using an online platform accessible at: [www.betternewspapercontest.com](http://www.betternewspapercontest.com). Below are instructions for submitting entries. Contest information and rules can be found at <https://tabtn.org/contest-rules> If you have questions please contact Becky Day at [becky@tabtn.org](mailto:becky@tabtn.org) or 209-552-6541.

### **ENTRY DEADLINE:**

**Friday, February 24, 2023**

### **Save the date.**

**Excellence in Broadcasting Awards will be presented on  
Monday, August 21, 2023.**

**Temporary password: Contest1**

- ❑ Visit [www.betternewspapercontest.com](http://www.betternewspapercontest.com). and click the **Enter the Contest Here** button or visit <https://betternewspapercontest.com/login>
- ❑ Click on **Select a Contest**. Select **2023 Tennessee Excellence in Broadcasting** from the menu.
- ❑ The temporary password is **Contest1** (case sensitive).

- If this is the first time your station is logging into the system, you must select one contact who will be the primary person for submitting entries. That person is the “Contestant Manager.” After the Contestant Manager submits two entries, they will be able to designate additional people who will be able to enter on behalf of your news organization. Those people will be called “Authorized Entrants.”
- Step-by-step entry instructions for the Contestant Manager and Authorized Entrant can be found at <http://betterbncsupport.com>.
- To pay entry fees go to <https://tabtn.org/pay-here-2023-excellence-in-broadcasting-awards/>

□ **IMPORTANT NOTES ON ENTRIES**

**IF ENTRY REQUIRES A PASSWORD:** *Entries should not be behind a paywall or password-protected area. If they must be, provide username/password info in the Comments section of your entry. If your website requires a subscription after reading several stories, please provide a login. PLEASE, test, retest and check again. Make sure that the login works from computers outside your office. If entries and attachments are inaccessible and judges cannot view the entry in may be disqualified.*

**ENTRY FORMAT:** *The BetterBNC platform does not accept any audio or video files to be uploaded directly.(No MP3s.) Contestants may upload the file to any third-party site (YouTube, SoundCloud, Google Drive,Dropbox or similar service), then paste a link in the URL field on the entry form.*

- For problems logging in, contact Becky Day ([becky@tabtn.org](mailto:becky@tabtn.org) or 209-552-6541). Do not use the “contact us” link on the online platform.

## SUBMISSIONS

- TBA member organizations are eligible to enter the contest. All entries must have aired or posted in 2022. Eligible entries must originate from an organization with a broadcast element. Streaming only venues are allowed from college entries only.
- No more than three names may be included per entry. If more than three people are involved in producing the work the award will be presented to the news organization. **Please do NOT enter “staff”, “news team”, or “news organization” for the credit name.** Please either enter names or leave this blank.
- Finalists will be announced but only first-place awards will be given.

- ❑ All entries will be judged. However, if there is only one entry in a category it is the judge's discretion whether to select a winner.
- ❑ There is no limit to the number of entries in a category unless otherwise noted in the rules for a specific category.
- ❑ There is a 15-minute time limit for entries, with editing permitted to meet the limit, with the exception of a 30-minute time limit for newscast entries or if otherwise noted in rules for a specific category.
- ❑ Please send a transparent, high-resolution image of your most recent station logo to [becky@tabtn.org](mailto:becky@tabtn.org) for use in the award presentation production.

## DIVISIONS

### PROFESSIONAL

#### TELEVISION

**TV Large Market:** Knoxville, Nashville, Memphis

**TV Small Market:** all other markets

#### RADIO

**Radio Large Market:** Knoxville, Nashville, Memphis

**Radio Small Market:** all other markets

### COLLEGE

All colleges will compete against each other in each category of TV or Radio.

## ENTRY FEES

#### TELEVISION

\$50 per entry

#### RADIO

\$30 per entry

#### COLLEGE

\$15 per entry

## PROFESSIONAL CATEGORIES

### RADIO

#### **Best Local Talk Show**

Recognizing the best locally originated, regular scheduled radio talk show. Criteria: Entertainment value, creativity, production value, presentation and impact.

#### **Best Local News Coverage**

Recognizing the best single radio coverage of a local news event. Criteria: Presentation, production values, interest of story covered and overall impact of the news coverage.

#### **Best Local Sports Coverage**

Recognizing the best locally originated sports coverage, including play by play. Criteria: Presentation of facts, creativity and delivery.

#### **Best Locally Produced Commercial or Promo**

Recognizing the best single commercial produced by a member station on behalf of an advertiser or a single piece of work to promote the station or a station event. Criteria: Creativity, message delivery and production value.

#### **Best Local Use of Digital or Social Media Platforms**

Recognizing the best locally generated radio website or social media site, including pod casts. Criteria: Treatments of content including text, audio, video, social media and user-generated content, how well the site communicate information, overall appearance, ease of use, use of visuals and the depth and quality of information available.

#### **Best Local Entertainment Personality or D.J.**

Recognizing an individual who has established a reputation and public profile that is unique and best represents the member station. Criteria: Demonstrates outstanding communication skills, is innovative, engaging, professional and shows passion for the work and interest in listeners and the community. Other exemplary skills will be considered.

#### **Best Local On-air Newscaster or Reporter**

Recognizing an individual's ability to gather the news and give a clear, concise, on-the-air report. Judges will consider communication skills, innovation, audience engagement, and professionalism. Individuals will demonstrate a passion for the work, dedication to accuracy and an interest in the community and audience. Other exemplary skills will be considered.

#### **Best Local Public Service**

A locally produced public service piece addressing such concerns as fire prevention, weather warnings, health issues, water safety, or other issue of interest and importance to the community. Stations may submit any number of entries

## **TELEVISION**

### **Best Morning Newscast**

Recognizing the best regularly scheduled newscast, originally aired between 4 a.m.-12 p.m. Criteria: Quality of presentation, thoroughness, production values, interest of stories presented and overall impact of the newscast. All aspects of the newscast (news, weather, features and sports) will be considered.

### **Best Evening Newscast**

Recognizing the best regularly scheduled newscasts originally aired between 4 p.m.-11 p.m. Criteria: Quality of presentation, thoroughness, production values, interest of stories presented and overall impact of the newscast. All aspects of the newscast (news, weather, features and sports) will be considered.

### **Best Anchor**

Recognizing in individual with outstanding communication skills, innovation, audience engagement, and professionalism. Individuals will demonstrate a passion for the work, dedication to accuracy and an interest in the community and audience. Other exemplary skills will be considered.

### **Best News Team**

Recognizing outstanding communication skills, innovation, and professionalism of a news team. This includes, but is not limited to, video, sound and production staff that contribute to the presentation of local news. Teams will demonstrate outstanding ability to work as a team to accurately inform the audience. Other exemplary skills will be considered.

### **Best Sports Coverage**

Recognizing the best locally originated and regularly scheduled sportscast, comprehensive coverage or local sports show. Criteria: Clear presentation of facts, thoroughness, delivery/communication skills and interest and public appeal of stories presented.

### **Best Coverage of Breaking News**

Recognizing the best local coverage of a single, specific, unscheduled, unanticipated news event requiring immediate response from the news department, this would include weather, tornados, fires or other disasters. Criteria: Clear presentation of facts, thoroughness, delivery/communication skills, interest of stories presented and value to the community.

### **Best Locally Produced Commercial or Promo**

Recognizing the best single commercial produced by a member station on behalf of an advertiser or single piece of work to promote the station or a station event. Criteria: Creativity, message delivery and production value.

### **Best Local Use of Digital or Social Media Platforms**

Recognizing the best locally generated television website or social media site, including pod casts. Criteria: Treatments of content including text, audio, video, social media and user generated content, how well the site communicate information, overall appearance, ease of use, use of visuals and the depth and quality of information available.

### **Best Public Service**

A locally produced public service piece addressing such concerns as fire prevention, weather warnings, health issues, water safety, or other issue of interest and importance to the community. Stations may submit any number of entries.

## **SPECIAL AWARD**

### **First Amendment Award of Excellence**

A report, or collection of not more than five reports, produced by an individual or a team, that uses public records to shed light on an important community matter and to effect public policy change. Quality of reporting and writing will be considered along with the outcome or result of the reporting efforts. Entry may include supporting materials (explanatory note, follow-up stories) that demonstrate the results of the broadcast work. Entries can be either television or radio work from all professional markets that exemplify the spirit and intent of the First Amendment and should demonstrate the news organization's ability to fulfill its public service role and to overcome obstacles in gathering information. Please attach a letter outlining the details with your entries for the judges to consider. This award is sponsored by The Associated Press.

## **COLLEGE CATEGORIES**

## **RADIO**

### **Best Radio News, Sports, or Event Coverage**

Entry criteria: Coverage of a news event, any type of human-interest story or individual events such as a football game, etc. Entries may include work done with or without deadline and in any time slot, including talk shows.

## **TELEVISION**

### **Best TV News or Feature Story**

Entry criteria: Coverage of a news event or any type of human-interest story with or without deadline.

## **SPECIAL AWARD**

### **Horizon Award**

#### **Best Up-and-Coming Radio or Television Reporter or Personality**

A single award for radio and television production. Entry criteria: Audio composite of live or taped work by student anchor or reporter showcasing student's ability to cover special interest topics or subjects such as technology, music, medical, etc. and/or to report on top news stories.

## **ONLINE**

### **Best Local Use of Digital or Social Media Platforms**

Entry should illustrate effective use of the website and/or social media extending media coverage of a story or event. Submit the digital work of one student-produced story or event presented on a digital platform or via social media. Judges will consider best use of still images, video, audio and graphics to enhance a story.