

Call For Entries

ENTRIES DUE AUGUST 21, 2020

SOUND
BITES
2020

mba **Massachusetts
Broadcasters
Association**

Message to MBA members

The world has changed dramatically since Sound Bites 2019. The ongoing consequences of COVID-19, continued civil unrest following the death of George Floyd, Ahmaud Arbery, and others, and an increasingly partisan government have made many of broadcasters' day-to-day duties even more challenging than in "normal times."

While we're still uncertain if we'll be able to get together for Sound Bites 2020 on November 10 we are certain that we want to recognize the best in local broadcast radio and TV through the 2020 Sound Bites Awards. Now is the time to gather your best work aired between July 2019 through June of 2020. Our judges will look for the most creative commercials and campaigns, outside-the-box station promos and PSAs, as well as your hard-hitting news stories and sports features.

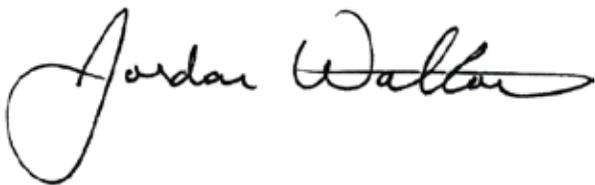
We've made a handful of changes this year that recognize our "new normal." The On-Air Contest category is now radio only. We have also eliminated Sports Play-by-Play and may look at bringing it back in future years. Next, though we expect COVID or BLM content in a number of categories, we have created a "Critical Coverage" category that will specifically address coverage of these unprecedented events.

In an effort to balance both our costs in producing the Sound Bites Awards and our member station's difficult revenue year, each station cluster will receive their first five (5) entries into the Sound Bites Awards free of charge.

Please have your entries in no later than Friday, August 21st.

Finally, you'll see throughout this document a number of pictures of your fellow broadcasters hard at work to continue to deliver great local radio and TV. Thank you to all of those that sent in pictures. If you have pictures of radio or TV personnel "in action" please send them to me along with your on-air and online examples of tremendous localism during these tough times. We will put them to use in future advocacy efforts.

Thank you and GOOD LUCK!



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Criteria and Guidelines

Any over-the-air radio or television property eligible for full membership in the MBA can submit.

1. All entries must be produced and aired by the entering station/cluster.
2. Entries must have been produced and aired by the station between July 1, 2019 and June 30, 2020.
3. Maximum entry length is 15 minutes. Longer entries must be edited down.
4. Video entries must use a link from Youtube, Vimeo or other video hosting site.
5. Avoid special characters in file names. No apostrophes or #!

How to Enter

Head to RockOurAwards.com to upload all of your Sound Bites entries. To reset your password email JordanWalton.

Questions?

Email Jordan Walton (jordan@massbroadcasters.org) or call the MBA office at 800-471-1875.

Entry Cost

First five (5) entries for each SEU will be free.

After first five entries:

MBA members - \$25/entry

Non-Members - \$40/entry

Award Categories listed on following pages

SUBMISSION DEADLINE:

**Entries and files must be submitted by
Friday, August 21, 2020.**

With the five free entries for each SEU, invoices will be sent for payment of outstanding entries after the entry deadline. Payment will not be accepted through RockOurAwards.com in 2020.

Entry Categories

Radio & Television

Critical Coverage: This category will recognize exceptional coverage of the local impact of the coronavirus or civil rights protests to viewers or listeners. Entries may include any broadcast, digital, or event-based station content. Entries submitted in this category may not be submitted in their entirety in other Sound Bites categories (portions of the entry acceptable in certain categories).

Individual Commercial Single commercial written and produced by your station for a local client.

Commercial Campaign Series of spots written and produced by your station (no more than three) for a single, local client that have a common theme.

Feature Story Presentation of a single human interest story that is not closely tied to a recent news event.

Spot News Story Presentation of a single topic, event or issue of hard news.

Public Service Announcement Outline your station's most successful and/or creative public service announcement for an outside entity. Include the recorded PSAs written and produced at your station. *Optional*—include information about the campaign and results garnered.

#WeAreBroadcasters A unique event or program produced and promoted by your station that highlights your station's localism. Programs may be community oriented, charitable, a one-time occurrence or an annual event, etc.

Air Personality Clip or montage of a single on-air personality or show.

Station Promotional Announcement An on-air promotion of a station feature, contest, personality or program. The promo must be written, produced and aired on your station. Up to three promos for the same "subject" are allowed.

Sports Feature Presentation of a single sports topic; may be a local, regional or national sports story.

Best Use of Digital Media This award will be given to the station that makes the digital world work for them. Show us your best social media campaign, banner ad, viral video, website design, smart phone app or whatever digital asset came out after this was printed. *Files may include audio, video, screenshots, hyperlinks, etc.*

Recurring Segment This category highlights the best recurring segment or feature in a newscast or other locally produced program. Uploads should include at least two examples of the recurring segment.

Entry Categories

Radio & Television (continued)

“Above and Beyond” Award Nominate someone who has gone “above and beyond” the call of duty at your station in the past year. This can be anyone. Have a promotions pro that dug out a listener from a snowbank this winter? Or an on-air personality who tutors aspiring broadcasters after work? Fill out the form from massbroadcasters.org and upload to RockOurAwards.com. *Please include a photo or video of the nominee.*

Station of the Year Outline your station’s overall efforts throughout the past year including information about localism, public service activities, awards and honors, creative listener and sales promotions, quality of production and programming. *Files should include audio or video. Optionally, stations may include pictures, screenshots, written summaries, URLs, etc.*

TV Only

Investigative Reporting A single news story or series, which was the result of the journalistic and investigative efforts of the station’s personnel. The station must have initiated the investigation. Criteria are significance, resourcefulness, fairness, thoroughness of coverage, and exclusivity.

Photojournalist Recognizes an individual whose work is executed behind the camera.

A compilation clip of 3-5 events showing applicants best work. Judges to consider creativity, continuity and technical production. *If necessary, include a narrative in PDF form explaining the clip(s).*

Radio Only

On-air Contest Highlight all the elements of your best on-air contest or giveaway. *Entries can include promo announcements, on-air jock/listener talk, news coverage, web and social content and any other related materials.*

Excellence in Sound Given to a station that uses “theater of the mind” to tell a story.

Station Imaging Entries may include sweepers, IDs, starters, drops, top of hours, splitters, show opens, power/custom/branded intros, and jingles. Entry can be a single item or a montage. Items in a montage can be thematic or varied in their core theme but should all be for the same station.

Imaging need not be voiced by station staff but concept, direction, copy, etc. should be generated in-house.

Broadcaster of the Year

Nominations due Friday, August 21



2019
Harvey Leonardi, WCVB-TV



2018
Matt Siegel, KISS 108



2017
Bill Pepin, WWLP-TV



2016
Bill Fine, WCVB-TV

Who will be the next legendary Massachusetts radio or television broadcaster to be honored as the Broadcaster of the Year?

Find out at Sound Bites 2020 on November 10!

Each year the MBA recognizes one broadcaster who throughout his/her career has shown an outstanding commitment to broadcasting and their community in Massachusetts.

We rely, in part, on industry nominations to help guide our selection. The award can honor anyone in the industry that has spent their lives providing live and local content via radio or television. If that broadcasting legend works in your building, nominate them now!

Download a nomination form at massbroadcasters.org/call-for-entries and email it to jordan@massbroadcasters.org by August 21.

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2015 Candy O'Terry
Boston Women in Media & Entertainment



2014
Ed Perry, WATD-FM



2013
John Garabedian, CodComm, Inc.



2012
Jack Williams, WBZ-TV