

Entry Categories: Radio & Television

Critical Coverage: This category will recognize exceptional coverage of the local impact—*both negative and positive*—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.

"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.*

Entry Categories: 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).*

Entry Categories: 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.*

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.

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

Sports Play-by-Play Your station's best locally produced play-by-play coverage of a single sporting event. *Network play-by-play (ESPN, Westwood One, etc.) is not allowed.*

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, 2020 and June 30, 2021.
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 that allows for downloading of videos.

ENTRIES DUE: AUGUST 20, 2021 RockOurAwards.com

5. Avoid special characters in file names. No apostrophes or #!
6. Stations must have the rights to all music, sound effects, and video used in submissions.

Questions?

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

How to Enter

Head to [RockOurAwards.com](https://www.rockourawards.com) to upload all of your Sound Bites entries. To reset your password email [Jordan Walton](mailto:JordanWalton@massbroadcasters.org).