

SOUND
BITES
2026

CALL FOR ENTRIES

**ENTRIES DUE:
AUGUST 14, 2026**

At the MBA's annual Sound Bites event on November 19, we'll recognize the best that Massachusetts has to offer in radio and TV broadcasting with the Sound Bites Awards!

mba *Massachusetts
Broadcasters
Association*

HOW TO ENTER

Head over to RockOurAwards.com to upload all of your Sound Bites entries. To reset your password, e-mail Jordan Walton.

QUESTIONS?

E-mail Jordan Walton at jordan@massbroadcasters.org or call the MBA office at 800-471-1875.

ENTRY COST

MBA members: \$30/entry
Non-members: \$40/entry

Entries can be paid on RockOurAwards.com after you have completed entering. (The MBA will invoice any unpaid entries after August 14.)

Unpaid entries will not be eligible for an award.



CRITERIA AND GUIDELINES

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

01

All entries must be produced and aired by the entering station/cluster.

02

Entries must have been produced and aired by the station between July 1, 2025 and June 30, 2026.

03

Maximum entry length is 15 minutes. Longer entries must be edited down.

04

Video entries must use a link from Youtube, Vimeo or other video hosting site that allows for downloading of videos.

05

Avoid special characters in file names. No apostrophes or #!

06

Stations must have the rights to all music, sound effects, and video used in submissions.

07

Categories receiving fewer than three entries will not be judged and entry fees refunded.

08

The Sound Bites Awards are meant to showcase the talent of radio and television broadcasters across Massachusetts. Any use of AI in a station's entry must be fully explained using the Comments box in the entry form. Failure to disclose AI use will disqualify an entry, even though AI is allowed in this contest..

BROADCASTER OF THE YEAR

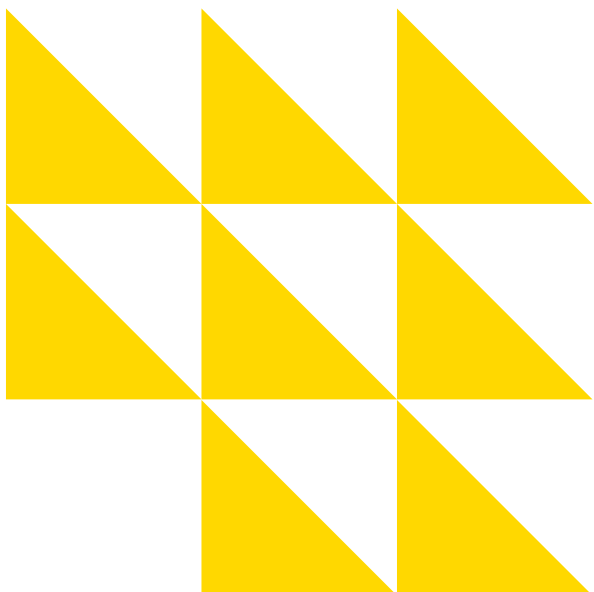
Each year the MBA recognizes one broadcaster who throughout his/her career has shown an outstanding commitment to broadcasting and their community in Massachusetts.

We rely, in part, on industry nominations to help guide our selection. The award can honor anyone in the industry that has spent their career helping to provide live and local content via radio or television.

If that broadcasting legend works in your building, nominate them now!

SUBMIT YOUR NOMINATION BY FRIDAY, AUGUST 14

Download a nomination form at
massbroadcasters.org/call-for-entries
and e-mail it to
jordan@massbroadcasters.org



PAST WINNERS

- 2025 • Karen Holmes Ward
- 2024 • Joe Castiglione
- 2023 • Pebbles
- 2022 • Mary Menna
- 2019 • Harvey Leonard
- 2018 • Matt Siegel
- 2017 • Bill Pepin
- 2016 • Bill Fine
- 2015 • Candy O'Terry
- 2014 • Ed Perry
- 2013 • John Garabedian
- 2012 • Jack Williams

ENTRY CATEGORIES

SOUND
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RADIO & TV

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 by 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 by 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 *NEW DESCRIPTION!*

Showcase any aspect of your station's multimedia efforts (including websites, social media, online-only video, podcasts, or other digital tools) to enhance, complement, and/or promote your over-the-air broadcast programming or further engage your OTA audience on digital platforms.

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.*

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.

WEATHERCASTER

Recognizes a meteorologist with regularly scheduled weather broadcasts. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and effective use of available technology. Entry can be comprised of up to three different weather segments OR up to two weather segments plus a weather/environment-related feature story or interview.

PHOTOGRAPHER

Recognizes an individual whose work is executed behind the camera. A compilation clip of 3-5 events showing photographer's best work. Judges to consider creativity, continuity and technical production. If necessary, include a narrative in PDF form explaining the clip(s).

NEWSCAST

Recognizes the best regularly-scheduled newscast within the entry window. Criteria includes all aspects of the newscast (i.e. – news, weather & sports), presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the news and delivery. Newscasts should be edited down to fit the 15 minute time limit while also keeping all aspects of the newscast in the entry. *No more than two newscasts (with different anchor teams) per station.*

RADIO ONLY

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.

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.

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.*

**SUBMISSION DEADLINE: ENTRIES
AND FILES MUST BE SUBMITTED BY
FRIDAY, AUGUST 14**