

CALL FOR ENTRIES

SOUND
BITES
2025

ENTRIES DUE: AUGUST 15, 2025

RockOurAwards.com

At the MBA's annual Sound Bites event on November 13, we'll recognize the best that Massachusetts has to offer in radio and TV broadcasting with the Sound Bites Awards!

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, 2024 and June 30, 2025.
- 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.

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: \$25/entry
Non-members: \$40/entry
Students: \$10/entry

Entries can be paid on RockOurAwards.com after you have completed entering. (The MBA will invoice any unpaid entries after August 18.)

Unpaid entries will not be eligible for an award.

BROADCASTER OF THE YEAR

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

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 helping to provide live and local content via radio or television. If that broadcasting legend works in your building, nominate them now!

PAST WINNERS

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

**SUBMIT YOUR NOMINATION BY
FRIDAY, AUGUST 15**

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

ENTRY CATEGORIES

Submission Deadline: Entries and files must be submitted by Friday, August 15

Radio & Television

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 another digital asset invented 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.*

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 applicants 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 15**

College/High School Radio Awards

NEW FOR
2025

The MBA invites the next generation of broadcasters to submit their best radio work in the following categories. Entrants need not be MBA members and stations can be terrestrial or streaming radio stations so long as the station is formally affiliated with the participating high school or college. Streaming stations can enter the station's branding in lieu of call letters.

Entries will be judged on production value, presentation, and informational or entertainment quality.

NEWS STORY

Presentation of a single topic, event or issue of hard news OR story that is not closely tied to a recent news event (feature). (Limit 4 minutes)

AIR PERSONALITY

Clip or montage of single on-air personality or show highlighting personalities' voice, style, energy, audience engagement, content, and transitions. (Limit 5 minutes)

BEST PROMO, ID, OR PSA:

A station's best example of audio production. Entries can be a station, show, or contest promo; a station ID or sweeper; or a public service announcement designed to educate the listener about a topic or event. (Limit 60 seconds)

SOUND
BITES
2025

**SUBMISSION DEADLINE:
FRIDAY, AUGUST 15**

**ENTER AT
ROCKOURAWARDS.COM**