



Instructions for Submitting OAB Award Entries

Entries to the OAB Outstanding Achievement Awards will be submitted using the RockOurAwards.com platform.

Below are directions for preparing and submitting entries. If you have questions, please contact RockOurAwards or OAB at the contact info below.

The contest website will open for entries on **December 21, 2020**. The entry submission deadline is **January 19, 2021**.

To Submit Entries:

- 1) Login.
 - a) Go to www.rockourawards.com.
 - b) Create a profile (username and password) by clicking the "Register" button on the top of the homepage. Complete the information, click submit, and you'll be taken to the OAB homepage.
 - c) From the homepage you can review OAB Awards rules, submit entries, view and edit an entry, or edit your station's information.
- 2) Enter
 - a) To enter a category, click "Submit Entry" and fill in the information. The headline/title should be what you would want shown on a plaque.
 - b) Acceptable file formats to upload to the RockOurAwards site are .mp3, .jpg, .gif, .png, .bmp, .doc, .docx, .wma, and .pdf files.
 - c) **IMPORTANT:** To ensure server space for all states, RockOurAwards.com requires video entries to be linked from YouTube, Vimeo, other video hosting sites, or a station website. Simply copy/paste the video's URL in the "Add Link" section.
 - d) Special characters should be avoided in file names. Stick with letters, numbers, &, dots, dashes, and underscores.

If you have questions or need assistance, contact RockOurAwards at info@rockourawards.com or call 800-471-1875, or contact Nancy Struby at OAB, struby@oabok.org or call 405-848-0771.

Oklahoma
Association of
Broadcasters

2020
Awards

for Outstanding
Achievement in
Broadcasting

*Call
for
Entries*

Radio Division

General Information

Eligibility

Entries are restricted to OAB member commercial and non-commercial radio stations. **All entries must have been broadcast between January 1 and December 31, 2020.**

News and sportscast entries are restricted to Friday, December 4, 2020. See category for details.

There is no limit to the number of entries a station may submit, but each entry may be submitted in only one category.

Entries must be produced locally without the aid of an outside agency. Syndicated or network materials may be used but must play a secondary role in spot production and presentation.

Audio is required on all entries. While some categories may include written narrative, the final judgment is based on the over-the-air audio.

Judging

All entries will be judged by a panel of three out-of-state professionals from the field of broadcasting. Judges will consider overall excellence in creativity, originality, technical production and effectiveness. Judges will not evaluate entries from stations with which they may have a personal or business relationship. Awards will not be given in those categories in which the quality of entries does not meet the judges' criteria of excellence.

Divisions

Metro

Oklahoma City and Tulsa
All full-power non-commercial and educational stations

Non-Metro

All markets except Oklahoma City and Tulsa
All low power stations

Preparation

Instructions for submitting your entries via the RockOurAwards.com platform are included in this packet. Please allow plenty of time for questions and technical assistance.

Entry Fees & Payment

You may use the payment system provided on the RockOurAwards.com entry site. In consideration of the financial challenges facing stations this year, entry fees are reduced as follows:

- Metro Radio \$20 per entry
- Non-Metro Radio \$10 per entry

Best of Show Award

The station winning the most awards will be named "Best of Show." In case of a tie, judges will tally the scores for the individual awards. The station with the highest combined score will be named "Best of Show."

Deadline

All entries must be submitted to the RockOurAwards.com site by **11:59 PM on Tuesday, January 19, 2021.**

The website will open for entries on December 21, 2020.

Community Service Awards

You may enter online through the RockOurAwards.com site.

Awards Notification

Results will be posted on the OAB website at www.oabok.org on **February 22, 2021.**

Awards Presentation

Awards presentation details will be announced on **February 22, 2021.**

Questions About Categories or Eligibility?

Call OAB (405) 848-0771 or
e-mail struby@oabok.org.

Radio Categories and Information

1. Newscast

An account of the news of the day in a regularly scheduled time block. Entry may be any newscast of any length aired on *Friday, December 4, 2020*. All syndicated features and commercials must be deleted. Entries will be judged on content, presentation, audience appeal, and pace. Local content is a major factor in judging.

2. Sportscast (Non-Metro Only)

Not play-by-play. An account of the sports news of the day, of any length, in a regularly scheduled broadcast on *Friday, December 4, 2020*. Sportscasts should be submitted in their entirety, excluding commercials. Entries will be judged on content, presentation, audience appeal and pace. Local content is a major factor in judging.

3. Play-By-Play (Non-Metro Only)

The live broadcast, produced and presented by station personnel, of a local high school, college, or professional athletic event. The entry must be ten minutes or less of the continuous broadcast of a game. The entry segment may not be edited other than the exclusion of commercials, which is required. The entry will be judged on overall presentation by the broadcast team, audience appeal, pace and professionalism exhibited.

4. Commercials (Non-Metro Only)

A single commercial announcement, 30 or 60-seconds, written and produced solely by station personnel. The use of outside agency assistance or materials is prohibited. Criteria are originality, good copy, and presentation.

5. Website

Stations should submit the URL of their website's home page. Content may be supplemented by wire services or networks, but should provide timely information that is primarily generated by the station. Entries will be judged on content, innovation, use of audio and video, effective use of blogs, design, functionality and interactivity, timeliness of updates, and news coverage for news stations.

6. Station Image Promotion

The on-air campaigns for general image, special program, or on-air promotion or contest. Promotional events outside the station are not eligible. Entries may be a single or series (maximum 3 spots per entry), written and produced in-house. Spots may not exceed 60 seconds. Syndicated or network materials may be used but must play a secondary role in the spot production and presentation.

7. General News (Metro Only)

A single news story or series of timely reports in a newscast(s). The criteria are clarity and thoroughness.

8. Feature—Story

A single report on a specific subject or perspective of a story. Topics may be news, human interest, informational, lifestyle or service oriented, but not "breaking news." The criteria for judging are storytelling technique, entertainment or informational value, and delivery.

9. Station Event Promotion

The on-air promotion of a station event outside of the station that may or may not have commercial sponsors. The event may generate revenues but is not necessarily designed as a revenue producer for the station. Single or series, maximum of three spots per entry. Entry is limited to on-air spots and no more than two pages of narrative. Maximum spot length is 60 seconds. Spots must have been written and produced in-house with limited use of syndicated materials.

10. Long Form (Non-Metro Only)

A long form special or regular program or series that does not meet the criteria of other competition categories. "Long form" is any length over five minutes. Entry must be a continuous segment of at least 5 minutes but not more than 20 minutes. The segment must be unedited other than commercials and music. The entry may include a one-page written narrative. The criteria for judging are human interest, entertainment and/or informational value, storytelling, technique, and delivery.

11. Video Streaming—Sports

The live video stream produced and presented by station personnel of a local sporting event. The entry should be 10-minutes or less of continuous coverage without editing, except live commercials. The criteria for judging are audio and video quality, audience appeal, and professional presentation.

12. Video Streaming—General

The live video stream produced and presented by station personnel of a local community event. The entry should be 10-minutes or less of continuous coverage without editing, except live commercials. The criteria for judging are audio and video quality, audience appeal, and professional presentation.

Continued on Back

13. Personality of the Year

Entry should represent a typical broadcast. Maximum length is 10 minutes. Teams are okay, must be a single entry. Entry must be a segment from one show that aired in 2020. Entry should represent your regular on-air work, not a remote or special event. Spots and music should be removed. Criteria are entertainment, communicative skills, originality, community involvement, overall appeal, and relevance. Documentation listing entrant's community involvement must be submitted with aircheck.

14. Special 2020 Category: Civil Discourse and Social Change

This award recognizes the best coverage of either a single story or ongoing coverage related to social changes that stemmed from the Black Lives Matter movement and issues concerning race, law enforcement, and social justice. Entries may include any broadcast or digital content. Entries submitted in this category may not be submitted in full in other categories, but individual segments are allowed.

15. Special 2020 Category: Pandemic Response

This award recognizes the best ongoing coverage of the impact to community health and the economic damage caused by the COVID-19 pandemic. Entries may include broadcast and digital content of day-to-day news coverage, special programming, and community events. Entries may be a single example or a 10-minute compilation. Entries submitted in this category may not be submitted in full in other categories, but individual segments are allowed.

16. Special 2020 Category: Election Coverage

This award recognizes the best 10-minutes or less compilation of 2020 election coverage. Entries may include day-to-day news coverage, special programming such as debates, Town Hall meetings, and other content which enabled citizens to become better-informed voters. Criteria includes presentation of facts, delivery, and breath of coverage. Entries submitted in this category may not be submitted in full in other categories, but individual segments are allowed.



Oklahoma Association of Broadcasters

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