



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

OAB
2020
Awards

for Outstanding
Achievement in
Broadcasting

*Call
for
Entries*

Television
Division

General Information

Eligibility

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

Newscast, Weathercast, and Sportscast entries are restricted to December 2, 2020.

Entries must be locally produced 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.

There is no limit to the number of entries a station can submit. Entries may be entered in only one category, except for Feature-Series, Feature-Single, Spot News, and Spot Weather entries, which may also be entered in the Photography categories (#12 & #13).

Non-Commercial Stations

Non-commercial/Educational television stations must be OAB members to participate. A university membership through the OBEA blanket membership does not qualify. Noncommercial/Educational stations may enter all categories. The station must solely produce all entries.

Judging

All entries will be judged by a committee of three out-of-state broadcasting professionals. Judges will consider overall excellence in creativity, originality, technical production and effectiveness. Awards will not be given in those categories in which the quality of entries does not meet the judges' criteria of excellence.

Divisions

Metro and Non-Metro stations will compete together in all categories

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.**

Please allow plenty of time to familiarize yourself with the system. The website will open for entries on December 21, 2020.

Entry Fees & Payment

Entry fees are **\$40 per entry**. You may use the **payment system provided on the entry site.**

Preparation & Submission

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.

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.

Television Categories and Information

1. Newscast

An account of the news of the day, of any length, in a regularly scheduled time block on December 2, 2020. Early Morning entries must cover a continuous 30-minute segment, 4 AM–9 AM.

Newscasts should be submitted in their entirety. Criteria are local and overall content, presentation, audience appeal, and pace.

2. Weathercast

An account of the important weather news of the day, of any length, in a regularly scheduled newscast on December 2, 2020. The entry should contain only the Weathercast portion of the newscast. Entries should not be edited. Criteria are content, presentation, audience appeal and pace.

3. Sportscast

Not play-by-play. An account of the important sports news of the day, of any length, in a regularly scheduled newscast on December 2, 2020. The entry should contain only the Sportscast portion of the newscast. Entries should not be edited. Criteria are local and overall content, presentation, audience appeal and pace.

4. 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 original investigation.* Criteria are significance, resourcefulness, fairness, thoroughness of coverage, impact of investigation, and exclusivity.

5. Spot News

The timely and same-day coverage of a single unanticipated news event. A single or series of reports, or a 10-minute composite of coverage. Criteria are delivery, editing, scripting, timeliness and thoroughness. The entry may contain an anchor lead-in or wrap-up, or a written script of the lead-in or wrap-up. Entries may also be submitted in Category #13, Spot Photography.

6. Spot Weather

A single or series of reports, or a 5-minute composite of coverage of a single weather occurrence. Coverage may take place within or outside of a regularly scheduled newscast. Reports must be live. Entries may also be submitted in Category #13, Spot Photography.

7. General News

A single news story or series of timely reports in a newscast. Entries should not be spot news or investigative reporting. The judging criteria are the clarity and thoroughness of the report(s), photography, and production values.

8. News Promotion: Topicals & TSR

Stations may submit either Topical promos or Targeted Special Report promos. Limit 3 spots per entry; each spot must promote or target the same story. Spots must be written and produced in-house. Entries will be judged on their effectiveness in motivating viewers to watch the newscast for the promoted story.

9. Feature—Series

A series of reports highlighting a specific subject or perspective of a story. Topics may be news, human interest, informational, lifestyle or service oriented, but not “breaking news.” Criteria are storytelling, human interest, photography, entertainment, information, and delivery. Entries may also be submitted in Category #12, Feature Photography.

10. Feature—Single

Same as #9, except a single report. Entries may also be submitted in Category #12, Feature Photography.

11. Franchise Reporting

A single report or series of reports on the same topic, covering health, medical, consumer, and other beneficial information provided in a recurring branded franchise. Entries must be locally written and produced and not the product of syndication. The entry may contain an anchor lead-in or wrap-up, or a written script of the lead-in or wrap-up.

12. Feature Photography

A single or series of reports highlighting a specific subject or perspective of a story. Maximum of 10 minutes. Entry may be one segment or a compilation. Topics may be news, human interest, informational or lifestyle oriented, but not breaking news. Judging will be based on the photographic aspects of the entry.

13. Spot Photography

Coverage of an unanticipated event or emergency or life-threatening situation. The video must be shot and aired within 24 hours of the incident and may have aired within or outside a scheduled newscast. Maximum of 10 minutes. Entry may be one segment or a compilation of coverage of the event.

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14. Station Image Promotion

- 14a General Image, Special Program, or On-Air Promotion
- 14b News Image
- 14c Weather Image
- 14d Sports Image

Entries are restricted to local on-air spot campaigns for the category entered. Promotional events outside the station are eligible. Entries must be a single spot or a series of spots (maximum of 3 spots per entry) and must have been written and produced in-house. Promotional spots may not exceed 60 seconds in length. Syndicated or network materials may be used but must play a secondary role in the spot production and presentation. Note for #14A: Syndicated materials may be used to promote syndicated programs, but promotional concept must be original.

15. Long-Form Programming—General

A long-form program or series, at least 30 minutes but no longer than 60 minutes in length. The entry may include a written narrative. The criteria for judging are human interest, entertainment and/or informational value, photography, storytelling, technique and delivery.

16. Long-Form Programming—Sports

Subject matter must pertain to sports or athletics. All other criteria are the same as category #15.

17. Website

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

18. Graphics

Stations may submit graphics created for promotion campaigns, news programs, or news series. May include opens, closes, transitions, interstitials, lower thirds, etc. Entry may be a compilation of clips, :90 or less.

19. 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.

20. 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.

21. 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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