Oklahoma Association of Broadcasters

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 **November 24, 2026.** The entry submission deadline is **January 6, 2027**.

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. **If you already have a profile and just need a password reset, contact Jordan at** info@rockourawards.com.
   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 on a trophy.
   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 405-652-0330.

Oklahoma
Association of
Broadcasters

2026 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, 2026.***

Newscast, Weathercast, and Sportscast entries are restricted to a specific contest date. ***Stations should record all newscasts on Wednesday–Friday, November 18–20, for possible submission.*** **Stations will be notified of the actual contest date on *Monday, November 23*.**

Entries must be video entries. ***Non-video stories from station websites do not qualify. The only exception is category #20 Podcast.***

Entries must be locally produced. Syndicated or outside 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. Non-commercial/Educational stations may enter all categories. The station must solely produce all entries.

Judging

All entries will be judged by out-of-state broadcasting professionals who are not affiliated with Oklahoma stations. 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." Community Service awards do not count toward "Best of Show."

Deadline

All entries must be submitted to the **RockOurAwards.com** site by **11:59** PM on **Wednesday, January 6, 2027**.

Please allow plenty of time to familiarize yourself with the system. **The website will open for entries on November 24, 2026.**

Entry Fees & Payment

Entry fees are **$45 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 12, 2027**.

Awards Presentation

Awards will be presented at the annual **OAB Awards Banquet** on **Thursday, April 1, 2027**, at the **River Spirit Casino Resort** in Tulsa. Scan for hotel information:

Television Categories and Information

1. Newscast

An account of the news of the day, of any length, in a regularly scheduled time block on the contest date. **Stations will be notified of the contest date on *Monday, November 23*.**

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 the contest date. **Stations will be notified of the contest date on *Monday, November 23***. 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 the contest date. **Stations will be notified of the contest date on *Monday, November 23***. 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. Stations may submit a single report, 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. 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.

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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.

14. Station Image Promotion

14a General Image, Special Program, or On-Air Promotion

14b News Image

14c Weather 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 produced in-house. Individual 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 15 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 contain network elements, 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. Civil Discourse and Social Change

This award recognizes the best coverage of either a single story or ongoing coverage related to new and continuing social movements. 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.

19. Election Coverage

This award recognizes the best compilation of 2026 election coverage, up to 10 minutes in length. 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 thoroughness of coverage. Entries submitted in this category may not be submitted in full in other categories, but individual segments are allowed.

20. Podcast

This category recognizes the best use of valuable content and audience engagement through podcasting. The podcast host or hosts presents quality entertainment and information that gives their audience a feeling of being engaged in the content. The podcast must be an episode from a standalone, ongoing series and must originate from an OAB member station website, be created in the state of Oklahoma, and all content must belong to the entering member station. Each entry must include a packaged intro and outro with content between; entries without both will be disqualified.

Criteria are delivery of content, flow of structure, quality of host or hosts, production value, and audience engagement. Entry must not exceed 7 minutes for judging and must include a 15 second video with sound for the award presentation. A one-page written narrative describing the podcast's concept and target audience may be submitted.

OAB
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6520 N Western Ave, #104, Oklahoma City, OK 73116
(405) 652–0330 **oabok.org**