



Best TV Awards

Use contest entry platform: <https://betternewspapercontest.com/login>

****Category is available for entry in Chicago market**

Promotions

T-1 Best single commercial **

Produced on behalf of an advertiser by a TV station. :60 limit. Criteria for judging are creativity and production values.

T-2 Best single station self-promotion**

A single or series of announcements promoting the station. Criteria are creativity and production values. 3 minute limit.

T-3 Best use of graphic design**

Single entry or composite of no more than three projects reflected in one video, no more than :60 seconds in length. Criteria for judging are: 1) design 2) execution. Accompany entry with written creative brief, 100 words or less.

T-12 Best PSA Produced on behalf of local charity/cause**

Entries may not exceed :60. Entries are judged on creativity, production, and relevance to charity or cause. Entries may contain up to a one-page written narrative of campaign effectiveness and value.

Programming:

T-4 Best Light Feature

Single or series of stories or commentaries on a subject of state or local concern. Entry should show reporter (s) ability to cover an unusual story or unusual angle of a news story. Maximum entry length of 5 minutes total.

T-5 Best Locally Produced TV Program, Series or Documentary

Entry may be a single story or a series of stories on any one topic. Thoroughness of research and reporting are just as important as writing and presentation. May be edited but not exceed 5 minutes.

News:

T-6 Best Investigative Report**

Entry may be a single story or series of stories about a previously unexplored and significant original story. Entry should demonstrate extraordinary research, ground-breaking reporting and results obtained by airing the story. May be edited but not exceed 5-minutes.

T-7 Best Sports Story

May be a single story or a series of stories about the same sports topic. Play-by-play is not eligible for this category but rather entered in TV-02. Time limit: 5 minutes

T-8 Best Spot News-Live Coverage **

Best coverage of an unscheduled single news event. Criteria include significance, presentation of facts, thoroughness, delivery. Time limit of 5 minutes, editing allowed to remove commercials and unrelated news.

T-9 Best Hard News Story **

Same-day or on-going coverage of a significant event affecting community, investigative report or series. Entry should demonstrate reporter's ability to cover an unusual story or an unusual angle of a news story. Time limit: 5 minutes and may be edited.

T-10 Best TV Newscast **

Unedited half-hour complete news/sports/weather from any regularly scheduled newscast from any day part. Entry should contain the entire newscast with commercials edited out. Time limit: 30 minutes

T-16 BEST CONTINUING COVERAGE**

Coverage of current events over an extended number of reports. Entries should include a ten (10) minute composite of your best news coverage of a continuing current event such as the COVID-19 Pandemic, Election 2020, Local Protests, Weather or Storm Damage, or other. Entry may include a maximum 200 word explanation of coverage. Criteria: presentation of facts, thoroughness, story advancement, significance, and delivery.

Digital and Community Service:

T-11 Best "Community Service Activity".

A station's contribution to the community, through participation in a community project via a series of spots or an on-air campaign or "live" participation in (or live remote coverage of) activity. Entry should document activity by way of on-air promotional announcements, remote broadcast of event, documented coverage by other media re-reporting on your station's responsibility for the activity. Video/Audio production should not exceed 5 minutes in length each. Entry may contain supporting documents.

T-15 Best Multicultural Reach**

Chicago has a diverse viewership and stations today are adopting a "super-serving all ethnicities" approach. Submit your station entry on a broadcast team that worked together to relate to and entertain

T-14 Best Use of Interactive Media.

Submit your station's best efforts to utilize new media to supplement on-air broadcasts. New media usage includes website promotions, text messaging, podcasting, listener supplied video, or anything digital used outside of your regular broadcast. A written narrative may accompany entry. Criteria used to judge include creative use of media, how well it supplements on-air story, creativity of delivery and interest of story. Please limit entries to 10 minutes.

On-Air Categories-All entries have specified time limits.

TV-01 Best TV Reporter. (3 minutes) Entry must relate to coverage of one event or story. Criteria are delivery, presentation of facts, and impact of story.

TV-02 Best TV Sportscaster (3 minutes) Same-day coverage of a sport event/story. Criteria are significance, presentation of facts, delivery, creativity, and effective use of video.

TV-03 Best TV Anchor Enter up to 5 minutes of your best work. Criteria are delivery, presentation of facts, and how anchor identifies with audience.

TV-04 Best Weathercaster. (up to 10 minutes) Enter your best weathercast! Criteria are presentation, thoroughness, and interest. Entry time limit is one weathercast from the day of your choice.

TV-05 Best Videographer. (5minutes) How well does your video tell the story? Criteria are production, sound, and creativity to tell the story.

