



## Best TV Awards

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

All passwords have been reset to BNC for this year. Open call available for those entering on their own.

**\*\*Category is available for entry in Chicago market, all categories are available for all other markets.**

### 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 for judging are creativity and production values. 3 minute total time 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, no post-production additions allowed.

## **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 the 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 \*\***

Un-edited 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, 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-orting 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 an 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.** (time limit of 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.

### **IBA Station of the Year**

IBA Station of the Year is “Bragging Rights” for one year! Station of the Year winners in each market will receive the “IBA Station of the Year” logo and Press Release for use by station throughout 2023. Compile the best work from your station into an audio or video entry that exhibits why your stations is the “IBA 2023 Station of the Year.” Entry should contain elements from a station’s importance in the community for community service, local news and/or sports coverage, promotions and other elements that might earn your station this prestigious award.

This year’s entries must be limited to FIVE MINUTES and may contain a written narrative or supporting documents. Winning entries will be featured at the awards presentation. Submit any 10 entries (or entries from a station group) in any of the categories and receive one station entry into Station of the Year at NO CHARGE. Entry must apply to a single station. Category may be entered as a stand alone category with a fee.