

THE 2011 SOUTH CAROLINA BROADCASTERS ASSOCIATION

STAR AWARDS

(State Television And Radio Awards)

2011 AWARD CATEGORIES

**New This Year*

RADIO

Production Awards
a) Commercial
b) Promo
c) PSA
Reporter/Sportscaster of the Year
Radio Show of the Year
Radio Personality of the Year
Convergence Coverage*
Service Project of the Year
Radio Station of the Year

TELEVISION

Broadcast News
(Spot News/Feature or Franchise/Series)
Anchor of the Year
Reporter of the Year
Weathercaster of the Year
TV Personality of the Year
Local Programming
Convergence Coverage*
Production Awards
(Commercial, Promo, PSA)
Service Project of the Year
TV Station of the Year

◆ **For tips on producing great entries, visit www.scba.net** ◆

*Winning entries will be announced and presented at the
awards ceremony on Saturday, August 13 at the Columbia
Metropolitan Convention Center in Columbia.*

CALL FOR ENTRIES

ENTRY DEADLINE: June 3, 2011

Finalists in each category to be announced in July

RULES AND INFORMATION

ELIGIBILITY

The SCBA STAR Awards Program is open to SCBA member stations which have a primary audience in South Carolina.

Entries must have been produced and broadcast during the period from April 1, 2010 to March 31, 2011.

Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.



ENTRY MATERIAL

- ◆ In the radio and television "Award Categories" sections of this mailer, each category description is followed by the required entry materials for that award. Please note there are limits on the length of both the entry CD/DVD and on their accompanying narratives. Narratives must be typed and, although they are not required in all categories, they are strongly encouraged since they can provide background information for the judges not provided by the CD/DVD.
- ◆ Radio entries must be submitted on a compact disc.
- ◆ Television entries must be submitted on a standard DVD **AND** a data disc (preferred format is QuickTime no MPEG2 files, please).
- ◆ **An entry form is enclosed. This form or a copy must accompany EACH entry.** Make additional copies as needed.
- ◆ In addition to the individual entry forms, stations with more than one entry are asked to provide one summary sheet listing the entries in each category and the total amount due for entry fees.
- ◆ Stations may enter as many award categories as they wish. However, entries within each individual category or sub-category (A, B, C) are limited to two per station, except for Station of the Year for which one entry is appropriate.
- ◆ Each entry must be submitted on a separate CD/DVD, even multiple entries within the same category. An entry form must be completed for each entry, including entries within the same category.
- ◆ Each CD/DVD must have a label which includes the station call letters, the award category and the title of the entry.

LIABILITY

- ◆ All materials submitted become the property of SCBA and winning entries may be posted on the SCBA website. Please do not submit master CD/DVD or other original materials since they will not be returned.
- ◆ Any deviation from the rules will subject the entry and/or entries to disqualification.
- ◆ If it is determined an entry is not fully locally produced and/or is entered with false documentation, the station and ownership of that station will not be permitted to submit for that award for a period of two years.

ENTRY FEES

One check (payable to the S.C. Broadcasters Association) which covers all entries must be attached to the entry form or the summary sheet mentioned above. If a station has multiple entries within one category, a separate fee applies to each entry. Entries without payment will not be included in the competition. The following fees apply:

Station of the Year	\$50
Other Categories	\$20 per entry

JUDGING

- ◆ To insure objectivity, judging will be by a panel of broadcast experts from outside the state of South Carolina. Different judges are brought in each year. They will evaluate all entries based on the criteria listed in the "Awards Categories" sections on the following pages.
- ◆ Judges normally select a first place winner and a second place runner-up in each category but are under no obligation to do so and may choose to award no prizes in a category.
- ◆ If an entry is submitted in the wrong category, it will be moved to the proper category.
- ◆ The decision of the judges will be final.

AWARDS

Winning entries will be announced at a special Awards Dinner and Ceremony on Saturday, August 13, 2011 at the Columbia Metropolitan Convention Center in Columbia.

First place stations will be presented with elegant marble STAR Awards and, where applicable, up to three individuals responsible for the winning entry will be recognized on the award and at the event. Pre-announced finalists in each category will also receive individual recognition.

ENTRY DEADLINE

Deliver entries or mail them for arrival no later than 5:00 p.m.,

Friday, June 3, 2011 to the SCBA offices. **Late entries will not be accepted.**

South Carolina Broadcasters Association • One Harbison Way • Suite 112 • Columbia, SC 29212

FOR MORE INFORMATION

Contact the SCBA office at (803) 732-1186 or by e-mail at scba@scba.net. You may also visit the SCBA website at www.scba.net.

RADIO AWARD CATEGORIES

PLEASE NOTE: Radio entries must be submitted on compact disc.

Radio stations have been assigned a market size designation based on how each station is identified in its legal ID. A list of medium/small and large markets is on the following page. For Category 1, first place and runner-up awards will be presented to stations in each market size. For Categories 2-7, market size does not apply.

AM/FM sister stations may be considered as a single entrant and awards will be made to both stations as a single entry. Duopoly/LMA and group-owned operations should enter each station separately.

Judging Criteria: Each category below outlines specific information the judges will be looking for. In addition, the judges will evaluate, as applicable:

- Category 1: Opening, closing, theme, phrasing and delivery & salesmanship
- Categories 2, 3 & 4: Content, performance, technical aspects, opening & showbiz (music, sound effects, humor, etc.)
- Categories 5, 6 & 7: Based solely on criteria listed below for that category

Non-English language entries are welcome but must be accompanied by a written English translation or subtitles.

CATEGORY 1 (Medium/Small and Large Market Awards)

1. Production Awards (Any length)

A. Commercial B. Promo C. PSA

Awards will be presented for each of the above types of announcements. Announcements can be any length but must not exceed :60 seconds. Entrant stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission. On the entry form, please list up to 3 individuals most responsible for the total production. *Entry Material:* a) CD featuring the selected announcement b) Up to 1 page narrative that specifically correlates with the CD contents.

CATEGORIES 2-7 (Market Size Does Not Apply)

2. Reporter/Sportscaster Of The Year Award

Most outstanding local on-air reporter or sportscaster broadcasting predominantly to a South Carolina audience. This award recognizes the best performance by either an individual sportscaster of local sports events or stories or a newscaster of local news events or stories. Entry must have been developed for the local community/audience. *Entry Material:* a) CD with on-mike commentary plus audio montage representative of the entrant's on-air performance (5 minute limit) b) Up to 1 page narrative of supporting information that specifically correlates with the CD contents.

3. Radio Show Of The Year

Most outstanding locally originated radio show broadcast predominantly to a South Carolina audience. Show may be hosted by one or more personalities. The entry must have been designed for the local community/audience and must have been completely produced by the entrant station. *Entry Material:* a) CD (may be edited) which may include any of the following (5 minute limit): audio montage of day-to-day on-air performances representative of the show; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to 2 page narrative describing show's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. c) 1 letter from the community documenting this involvement

4. Radio Personality of the Year

Most outstanding individual local on-air personality broadcasting predominantly to a South Carolina audience. Entrant may be an individual who is part of a radio show team or any other on-air personality as long as the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant station. *Entry Material:* a) CD (may be edited) which may include any of the following (5 minute limit): audio montage of day-to-day performance (if nominee is part of a show's team be sure CD identifies and features the nominee); commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to 2 page narrative describing entrant's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate with the CD contents. c) 1 letter from the community documenting this involvement

5. Convergence Award-New this Year!

This award recognizes excellence in multimedia coverage of a locally originated single story/campaign. This category includes non-news (public service or promotion) and news entries. Entry will be judged on the breadth of coverage across two or more media platforms - one of which must be new media, maximizing the strengths and uniqueness of each media in bringing the information to the user. *Entry Material:* a) Examples on CD (3 minute limit) b) Up to 2 page narrative explaining the story/campaign or URL.

6. Richard M. Uray Service Project Of The Year Award

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefited. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best - serve their communities. On the entry form, please list up to 3 individuals most responsible for the project. *Entry Material:* a) CD compilation of the elements of the project (5 minute limit) b) **Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate with the CD contents.** Up to 2 page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results c) 1 letter of endorsement from project beneficiary

7. Radio Station Of The Year

A station must demonstrate an overall excellence to be selected Radio Station of the Year. Factors considered include station management/operations objectives, personnel, programming, promotions, community relations and service, public affairs/public service programming, and station awards and recognition. *Entry Material:* a) Tape which describes/highlights the efforts of the station from April 1, 2010 to March 31, 2011 incorporating the factors listed above (5 minute limit) b) **Please note: Detailed narrative is a required element for entry submission in this category. Use the above criteria as paragraph headings in the narrative. Narrative must specifically correlate with the CD contents.** Up to 5 pages of narrative describing why your station should be named Radio Station of the Year incorporating the factors above c) Up to 3 attachments from verifiable outside sources, such as letters from the mayor or community organizations or page(s) from Arbitron ratings, etc.

RADIO STATION MARKET CLASSIFICATIONS

MEDIUM / SMALL

WABV-AM, Abbeville
WZLA-FM, Abbeville
WDOG-AM, Allendale
WDOG-FM, Allendale
WAIM-AM, Anderson
WANS-AM, Anderson
WVCD-AM, Bamberg
WBLR-AM, Batesburg
WAGP-FM, Beaufort
WJWJ-FM, Beaufort
WVGB-AM, Beaufort
WEPC-FM, Belton
WROP-AM, Belton
WBSC-AM, Bennettsville
WAGS-AM, Bishopville
WIIZ-FM, Blackville
WSPX-FM, Bowman (Orangeburg)
WGFQ-FM, Branchville (Orangeburg)
WCAM-AM, Camden
WEAF-AM, Camden
WPUB-FM, Camden
WQTS-AM, Cameron
WCRE-AM, Cheraw
WBT-FM, Chester
WGCD-AM, Chester
WRFE-FM, Chesterfield
WVSZ-FM, Chesterfield (Rock Hill)
WAHT-AM, Clemson
WCCP-FM, Clemson
WSBF-FM, Clemson
WPCC-AM, Clinton
WKRI-FM, Cokesbury
WPJS-AM, Conway
WYOR-FM, Cross Hill (Laurens)
WNRE-FM, Enoree

WORF-FM, Elloree (Orangeburg)
WFBK-FM, Fort Mill
WFIS-AM, Fountain Inn
WFGN-AM, Gaffney
WNOW-FM, Gaffney
WYFG-FM, Gaffney
WZZQ-AM, Gaffney
WGTM-AM, Georgetown
WGTN-FM, Georgetown
WLMC-AM, Georgetown
WCRS-AM, Greenwood
WCZZ-AM, Greenwood
WLMA-AM, Greenwood
WZSN-FM, Greenwood
WCKI-AM, Greer
WPJM-AM, Greer
WBHC-FM, Hampton
WHGS-AM, Hampton
WJDJ-AM, Hartsville
WLGJ-FM, Hemingway
WJBS-AM, Holly Hill
WRIX-AM, Homeland Park (Anderson)
WRIX-FM, Honea Path (Anderson)
WALD-AM, Johnsonville
WPDT-FM, Johnsonville
WKSX-FM, Johnston
WJMX-AM, Kershaw
WDKD-AM, Kingstree
WWKT-FM, Kingstree
WHYM-AM, Lake City
WFRK-FM, Lamar
WAGL-AM, Lancaster
WRHM-FM, Lancaster (Rock Hill)
WLBG-AM, Laurens
WLSC-AM, Loris

WJAY-AM, Mullins
WKDK-AM, Newberry
WKMG-AM, Newberry
WPJK-AM, Orangeburg
WQKI-FM, Orangeburg
WSSB-FM, Orangeburg
WOSP-FM, Pageland
WCCP-FM, Pendleton
WPEL-AM, Pickens
WRBK-FM, Richburg
WAVO-AM, Rock Hill
WNSC-FM, Rock Hill
WRHI-AM, Rock Hill
WJES-AM, Saluda
WSNW-AM, Seneca
WEBK-FM, Society Hill
WQIZ-AM, St. George
WPOG-AM, St. Matthews
WQKI-FM, St. Matthews
WSCZ-FM, St. Matthews
WTUA-FM, St. Stephen
WLJI-FM, Summerton (Sumter)
WDXY-AM, Sumter
WRJA-FM, Sumter
WSSC-AM, Sumter
WWBD-FM, Sumter
WWHM-AM, Sumter
WBCU-AM, Union
WGOG-FM, Walhalla
WJTP-AM, Walhalla
WALI-FM, Walterboro
WIBZ-FM, Wedgefield (Sumter)
WNBK-FM, Whitmire
WAAW-FM, Williston
WDRF-AM, Woodruff
WBZK-AM, York (Rock Hill)

LARGE

WKSP-FM, Aiken
WKXC-FM, Aiken (North Augusta)
WLJK-FM, Aiken (Augusta)
WJMZ-FM, Anderson (Greenville)
WROQ-FM, Anderson (Greenville)
WMIR-AM, Atlantic Beach
WSEA-FM, Atlantic Beach
WYKZ-FM, Beaufort (Savannah)
WAFJ-FM, Belvedere (Augusta)
WGZR-FM, Bluffton (Savannah)
WBAJ-AM, Blythewood (Columbia)
WRXZ-FM, Briarcliff Acres
(Myrtle Beach)
WGTR-FM, Bucksport (Myrtle Beach)
WGCV-AM, Cayce (Columbia)
WYFV-FM, Cayce (Columbia)
WALC-FM, Charleston
WEZL-FM, Charleston
WFCH-FM, Charleston
WIOP-FM, Charleston
WIWF-FM, Charleston
WLTQ-AM, Charleston
WQNT-AM, Charleston
WQSC-AM, Charleston
WSCI-FM, Charleston
WSPO-AM, Charleston
WSPO-FM, Charleston
WSSX-FM, Charleston
WTMA-AM, Charleston
WJMX-FM, Cheraw (Florence)
WHHD-FM, Clearwater (North Augusta)
WARQ-FM, Columbia
WCEO-AM, Columbia
WCOS-AM, Columbia
WCOS-FM, Columbia
WISW-AM, Columbia
WLTR-FM, Columbia
WLTY-FM, Columbia
WMFX-FM, Columbia
WMHK-FM, Columbia
WNKT-FM, Columbia
WNOK-FM, Columbia
WOIC-AM, Columbia
WOMG-FM, Columbia
WQXL-AM, Columbia
WUSC-FM, Columbia
WVOC-AM, Columbia
WWNQ-FM, Columbia
WNUU-FM, Columbia
WXBT-FM, Columbia
WZMJ-FM, Columbia
WHMC-FM, Conway (Myrtle Beach)
WIQB-AM, Conway (Myrtle Beach)

WJXY-FM, Conway (Myrtle Beach)
WDAR-FM, Darlington (Florence)
WWRK-AM, Darlington (Florence)
WDLL-FM, Dillon (Florence)
WDSO-AM, Dillon (Florence)
WEGX-FM, Dillon (Florence)
WTMZ-AM, Dorchester (Charleston)
WELP-AM, Easley (Greenville)
WOLI-FM, Easley (Greenville)
WJMX-AM, Florence
WLPG-FM, Florence
WOLH-AM, Florence
WYNN-AM, Florence
WYNN-FM, Florence
WYBB-FM, Folly Beach (Charleston)
WWXM-FM, Garden City
WLFF-FM, Georgetown
(Myrtle Beach)
WXJY-FM, Georgetown (Myrtle Beach)
WSSC-FM, Goose Creek (Charleston)
WSSL-FM, Gray Court (Greenville)
WCSZ-AM, Greenville
WEPR-FM, Greenville
WESC-FM, Greenville
WFBC-FM, Greenville
WGVL-AM, Greenville
WLFJ-AM, Greenville
WLFJ-FM, Greenville
WMUU-FM, Greenville
WMYI-FM, Greenville
WPCI-AM, Greenville
WPJF-AM, Greenville
WTBI-FM, Greenville
WTPT-FM, Greenville
WYRD-AM, Greenville
WOLT-FM, Greer (Greenville)
WAVF-FM, Hanahan (Charleston)
WLVH-FM, Hardeeville (Savannah)
WBZF-FM, Hartsville (Florence)
WHSC-AM, Hartsville (Florence)
WFXH-AM, Hilton Head (Savannah)
WFXH-FM, Hilton Head (Savannah)
WXST-FM, Hollywood (Charleston)
WCOO-FM, Kiawah Island (Charleston)
WRZE-FM, Kingstree (Florence)
WJNI-FM, Ladson (Charleston)
WKCL-FM, Ladson (Charleston)
WVFN-FM, Lake City (Florence)
WCMG-FM, Latta (Florence)
WLXC-FM, Lexington (Columbia)
WVCO-FM, Loris (Myrtle Beach)
WYMB-AM, Manning (Florence)
WHLZ-FM, Marion (Florence)

WROO-FM, Mauldin (Greenville)
WWIK-FM, McClellanville (Charleston)
WIKH-FM, Moncks Corner (Charleston)
WJKB-AM, Moncks Corner (Charleston)
WRFQ-FM, Mt. Pleasant (Charleston)
WZJY-AM, Mt. Pleasant (Charleston)
WMBJ-FM, Murrells Inlet
(Myrtle Beach)
WYEZ-FM, Murrells Inlet
(Myrtle Beach)
WKZQ-FM, Myrtle Beach
WMYB-FM, Myrtle Beach
WRNN-AM, Myrtle Beach
WYAV-FM, Myrtle Beach
WGUS-FM, New Ellenton (Augusta)
WKZK-AM, North Augusta (Augusta)
WTHB-AM, North Augusta (Augusta)
WYNF-AM, North Augusta (Augusta)
WTMZ-AM, North Charleston
(Charleston)
WXLV-FM, North Charleston
(Charleston)
WYFH-FM, North Charleston
(Charleston)
WEZV-FM, North Myrtle Beach
WKVC-FM, North Myrtle Beach
WYMB-AM, North Myrtle Beach
WHXI-FM, Orangeburg (Columbia)
WFCB-FM, Orangeburg (Columbia)
WMTT-FM, Pampllico (Florence)
WCZO-FM, Parris Island (Savannah)
WDAI-FM, Pawley's Island
(Myrtle Beach)
WLOW-FM, Port Royal (Hilton Head)
WMGL-FM, Ravenel (Charleston)
WNFO-FM, Ridgeland (Hilton Head)
WWJN-FM, Ridgeland (Hilton Head)
WPAL-FM, Ridgeville (Charleston)
WCSZ-AM, San Souci (Greenville)
WZTF-FM, Scranton (Florence)
WHZT-FM, Seneca (Greenville)
WYRD-FM, Simpsonville (Greenville)
WRNN-FM, Socastee (Myrtle Beach)
WFMV-FM, South Congaree (Columbia)
WASC-AM, Spartanburg
WOLI-AM, Spartanburg
WORD-AM, Spartanburg
WSPA-FM, Spartanburg
WSPG-AM, Spartanburg
WAZS-AM, Summerville (Charleston)
WWWZ-FM, Summerville (Charleston)
WVDM-FM, Sumter (Columbia)
WSYN-FM, Surfside Beach (Myrtle Beach)

TELEVISION AWARD CATEGORIES

PLEASE NOTE: Each television entry must submit two discs—one standard DVD AND one data disc (preferred format is QuickTime, no MPEG2 files, please).

LMA operations should enter each station separately.

Judging Criteria: Each category below outlines specific information the judges will be looking for. In addition, the judges will evaluate, as applicable:

Categories 8-13: Content, performance, technical aspects, opening & showbiz (music, sound effects, humor, etc.)

Category 14: Opening, closing, theme, phrasing & delivery, concentration, salesmanship & technical aspects

Categories 15, 16 & 17: Based solely on the criteria listed below for that category

Non-English language entries are welcome but must be accompanied by a written English translation or subtitles.

8. Broadcast News Award

An award will be presented for each of the following:

A. Spot News - Unplanned coverage of a local event or story

B. Feature/Franchise - Must be a locally produced news story

C. Series - Planned coverage of a specific topic/event that is presented in several installments not continuing coverage of a news story (Submit entire series)

On the entry form, please list up to 3 individuals most responsible for the total production. *Entry Material:* a) DVD including story introduction and video montage from the story/series (5 minute limit except for series entries which should include the entire series) b) Up to 1 page narrative that specifically correlates with DVD contents

9. Anchor Of The Year Award

Most outstanding local on-air anchor broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual anchor featured on local news programs. *Entry Material:* a) DVD with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to 1 page narrative that specifically correlates with DVD contents

10. Reporter Of The Year Award

Most outstanding local on-air reporter broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual reporter featured on local news programs. *Entry Material:* a) DVD with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to 1 page narrative that specifically correlates with DVD contents

11. Weathercaster of the Year Award

Most outstanding weather anchor or meteorologist broadcasting predominantly to a South Carolina audience. This award recognizes the best overall performance by an individual weathercaster on local news programs. *Entry Material:* a) DVD with introduction plus video montage representative of the entrant's on-air performance (5 minute limit) b) Up to 1 page narrative that specifically correlates with DVD contents

12. Television Personality Of The Year (News, weather and sports)

Most outstanding local on-air personality broadcasting predominantly to a South Carolina audience. This category is open to news, sports and weather personalities who have exhibited involvement in community affairs or other activities which enhanced the station's public image. The entry must have been designed for the local community audience and must have been completely produced by the entrant station. *Entry Material:* a) DVD (may be edited) which may include any of the following (5 minute limit): video montage of day-to-day on-air performances representative of the entrant's air work; commercial, promo or PSA materials; any other special presentations such as special events coverage, remote broadcasts, etc. b) Up to 2 page narrative describing entrant's involvement in community affairs or other activities which enhanced the station's public image. Must specifically correlate to DVD contents c) 1 letter from the community documenting this involvement

13. Local Programming Award (News and Non-News)

This category includes non-news and news programs broadcast predominately to a South Carolina audience which covered news, a local issue, community event or entertainment event. The program should have been designed for the local community. On the entry form, list up to 3 individuals most responsible for producing this program. *Entry Material:* a) DVD with introduction and video montage from the program (5 minute limit) b) Up to 1 page narrative that specifically correlates with DVD contents

14. Production Awards (Any length)

A. Commercial B. Promo C. PSA

Awards will be presented for each of the above types of announcements. Announcements can be any length but must not exceed :60 seconds. Entrant stations must have had total conceptual and creative control of the locally produced announcements which must have been designed for the local community/audience. Spots containing music must have used music in the public domain or used copyrighted music with permission. On the entry form, please list up to 3 individuals most responsible for the total production. *Entry Material:* a) DVD featuring the selected announcement b) Up to 1 page narrative that specifically correlates to DVD contents

15. Convergence Award-New this Year!

This award recognizes excellence in multimedia coverage of a locally originated single story/campaign. This category includes non-news (public service or promotion) and news entries. Entry will be judged on the breadth of coverage across two or more media platforms - one of which must be new media, maximizing the strengths and uniqueness of each media in bringing the information to the user. *Entry Material:* a) Examples on DVD (3 minute limit) b) Up to 2 page narrative explaining the story/campaign or URL.

16. Richard M. Uray Service Project Of The Year Award

Recognizes a single, planned community service project that has had a significant impact on a station's local area which can be measured by how the community benefited. Broadcasters are charged with identifying what local needs are and then meeting those needs by putting internal and external resources together. This award will honor that effort and acknowledge what broadcasters do best - serve their communities. On the entry form, please list up to 3 individuals most responsible for the project. *Entry Material:* a) DVD compilation of the elements of the project (5 minute limit) b) **Please note: Detailed narrative is a required element for entry submission in this category. Must specifically correlate to DVD contents.** Up to 2 page narrative on how the project fulfilled a community need or improved the area's quality of life. Describe the project, its goals and objectives and its results. c) 1 letter of endorsement from project beneficiary

17. Television Station Of The Year

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include station management/operations objectives, programming philosophy, personnel, news programming, public affairs/public service programming, community relations and station awards and recognition. *Entry Material:* a) DVD which describes/highlights the efforts of the station from April 1, 2010 to March 31, 2011 incorporating the factors listed above (5 minute limit) b) **Please note: Detailed narrative is a required element for entry submission in this category. Use the above criteria as paragraph headings in the narrative. Narrative must specifically correlate to DVD contents.** Up to 5 pages of narrative describing why your station should be named Television Station of the Year incorporating the factors above c) Up to 3 attachments from verifiable outside sources, such as letters from the mayor or community organizations or a report from the Nielsen ratings, etc.

◆ FOR TIPS ON PRODUCING GREAT ENTRIES, VISIT WWW.SCARBA.NET ◆

Deadline for Entries: June 3, 2011

(State Television And Radio Awards)

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BROADCASTERS ASSOCIATION



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U.S. POSTAGE
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South Carolina Broadcasters Association
One Harbison Way, Suite 112
Columbia, SC 29212

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