



# 2018 STAR AWARDS

(State Television And Radio Awards)

## Award Categories

Radio	Television
Production Awards a) Commercial b) Promo c) PSA d) Multi-spot Campaign  Sportscaster of the Year Reporter of the Year Personality of the Year Radio Show of the Year Best Use of Digital Platforms* Best Sports Show/Sports Talk Show Best News Talk Radio Show* Best Public Affairs Show* Convergence Coverage Service Project of the Year Radio Station of the Year	Production Awards a) Commercial b) Promo c) PSA d) Multi-spot Campaign  Broadcast News a) Spot News b) Feature/Franchise c) Series d) Investigative Reporting Anchor of the Year Reporter of the Year Weathercaster of the Year Sportscaster of the Year Personality of the Year TV Photographer of the Year Best Sports Special* Best Newscast of the Year* Local Programming Best Use of Digital Platforms* Convergence Coverage Service Project of the Year TV Station of the Year

**Entries are submitted using  
BetterBNC [Online](#) Awards Platform**

**Contest Opens – *April 23, 2018 at 9AM***

**Contest Deadline – *May 25, 2018 at 5PM***

**\*DENOTES NEW CATEGORY**

Awards Ceremony Saturday, August 11, 2018, [Columbia Conference Center](#)

Finalists will be announced in July

For more information: Contact the SCBA office at (803) 732-1186 or by email at [scba@scba.net](mailto:scba@scba.net).

You may also visit the SCBA website at [www.scba.net](http://www.scba.net).

## Rules and Information

### Eligibility

- The SCBA STAR Awards Program is open to SCBA member stations that have a primary audience in South Carolina. Entries must have been produced and broadcast during the period from April 1, 2017 to March 31, 2018. Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible.
- Non-English language entries are welcome but must be accompanied by a written English translation or subtitles.

### Entry Material

- To produce your best entry, please adhere strictly to criteria listed in each category. Note there are limits on the length of both the audio/video entry and the accompanying narratives. Narratives, although not required in all categories, are strongly recommended, as they provide valuable background for the judges.
- Stations may enter as many categories as they wish, and stations may submit up to four entries in individual categories and two entries in all other categories, except for Station of the Year, where one entry is appropriate.
- 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.
- First Place (STAR Awards) and Runner Up (Award of Merit) are typically presented in each category. For Radio Production Awards, please enter according to market size, [as listed here](#). Market size does not apply to other radio categories or to TV entries.
- **Entries will be submitted using [BetterBNC Media Online Awards Platform](#).** Audio/video entry will be submitted by providing a link to your entry posted on-line (YouTube). Collateral material (narrative, reference letters, etc.) will be submitted as attachments in .pdf format. Contest entry submission period will begin on April 23<sup>rd</sup> and the deadline for entries is 5:00 p.m. on Friday, May 25, 2018.

### Liability

- Winning entries may be posted on the SCBA website.
- Any deviation from the rules will subject the entry and/or entries to disqualification.
- If determined an entry is not fully locally produced and/or is entered with false documentation, station and ownership of that station will not be permitted to submit for that award for a period of two years.

### Entry Fees/Payment Options

- Station of the Year - \$55, Other Categories \$25.
- Stations may pay on line with credit card when submitting entries at Better BNC or may enter on line, and once SCBA receives your entry notification, we will invoice you at that time. **Payment must be received prior to the judging in June.** You may pay your invoice by mailing a check to SCBA, or by calling the SCBA office to process a credit card payment.
- SCBA provides **one free entry for each radio station**. If you choose to be invoiced, SCBA will adjust your invoice accordingly to reflect the appropriate comps. If you choose to pay on line with a credit card, you will pay the full amount for all entries, and SCBA will refund the appropriate comp fees.

### 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".
- Judges typically 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 may, at the discretion of the judges, be moved to the proper category.
- The decision of the judges will be final.

### Awards

- First place stations will be presented with elegant 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.
- Along with your official entry **you are strongly encouraged** to select a :15 to :20 second snippet of your entry that will be played at the awards show should your entry win in the category. When you submit this additional material, please add “Snippet” to the title. Please also add your current logo as an attachment to at least one of your entries. This will ensure that your logo is current during the awards dinner presentation.
- For Radio - submit compilation as .mp3 file, and a station logo as .jpg. For TV – submit compilation as data file (preferred format is .mov with summed audio on both stereo channels – no .mpeg2 files please. Compilations will be uploaded to the SCBA FTP site. **More detail on length, format and delivery method will be provided when finalists are announced in July.**



## Award Categories

### 1. Production (Radio or TV)

An award will be presented for each of the following:

- A. Commercial
- B. Promo
- C. PSA
- D. Multi-spot campaign

Announcements can be any length but must not exceed :60 seconds. 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. *Entry Material:* a) link to digital audio or video entry; b) Up to 1 page narrative that specifically correlates with the digital audio/video entry.

### 2. 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) link to digital audio entry including 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; 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 activities which enhanced the station's public image. Must specifically correlate with the digital audio entry; c) one (1) letter from the community documenting this involvement.

### 3. Reporter of the Year (Radio or TV)

Most outstanding local on-air reporter broadcasting local news events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience. *Entry Material:* a) link to digital audio or video entry, with on-air commentary plus audio or video montage representative of the entrant's on-air performance (5 minute limit); b) Up to 1 page narrative that specifically correlates with the audio or video entry.

### 4. Sportscaster of the Year (Radio or TV)

Most outstanding local sportscaster broadcasting local sports events and stories predominantly to a South Carolina audience. Entry must have been developed for the local community/audience. *Entry Material:* a) link to digital audio or video entry, with on-air commentary plus audio or video montage representative of the entrant's on-air performance (5 minute limit); b) Up to 1 page narrative that specifically correlates with the digital audio or video entry.

## 5. TV Weathercaster of the Year

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) link to digital video entry 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 digital video entry.

## 6. TV Anchor of the Year

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) link to digital video entry 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 digital video entry.

## 7. Personality of the Year (Radio or TV)

Most outstanding individual local on-air personality broadcasting predominantly to a South Carolina audience. Entrant may be an individual who is part of an on-air show team or any other on-air personality, provided the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant station. *Entry Material:* a) link to digital audio or video entry which may include any of the following (5 minute limit): montage of day-to-day performance (if nominee is part of a show's team be sure digital audio or video entry 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 digital audio or video entry; c) 1 letter from the community documenting this involvement.

## 8. TV Photographer of the Year

A compilation clip of 3-5 events showing applicant's best work. Judging Criteria: creativity, continuity and technical production. Please include a narrative of supporting information.

## 9. Best Use of Digital Platforms (Radio or TV)\*

**Includes: Website** - submit URLs, examples of ways in which you promoted the website and its metrics (no screenshots) and **Social Media** - submit ways in which you promoted the station on social media and its metrics. This includes things such as Facebook/Facebook Live, Snapchat, Instagram, etc.

**Judging Criteria:** overall appearance, ease of use, use of visuals, the depth and quality of information available and ability to reflect the spirit and personality of the associated radio station.

## 10. Best Sports Show/Sports Talk Show (Radio)

This award recognizes the best locally originated and regularly scheduled sports show/sports talk show. Criteria includes presentation of facts, delivery, creativity, entertainment value, production value and effective use of audio. Entry can be a compilation of clips from the show/talk show (5 minute limit). **INCLUDE SHOW OPENING. EDIT OUT NATIONAL/SYNDICATED SEGMENTS.**

## 11. Convergence Coverage (Radio or TV)

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 breadth of coverage across two or more media platforms – one of which must be digital media (online, social media, mobile, etc.), maximizing the strengths and uniqueness of each media in bringing information to the user. *Entry Material:* a) link to digital audio or video entry (3 minute limit); b) Up to 2 page narrative explaining the story/campaign; c) URL and/or excerpts from social media, apps, or other mobile components.

## 12. Best News Talk Show (Radio)\*

Most outstanding locally originated news talk show. Show may be hosted by one or more personalities. Entry must have been designed for use by the local community and must have been completely produced by the entrant station. Entry material: edited "montage" to include any of the following: audio montage of day-to-day on air performances representative of show, promo or PSA materials, special event coverage, remote broadcasts etc. INCLUDE SHOW OPENING. Edit out National/ syndicated segments.

**Judging Criteria:** content, performance, technical aspects, opening and style (music, sound effects, humor, etc.)

## 13. Best Public Affairs Program (Radio)\*

This category includes public affairs program-length show(s) produced by the station. Deals with issues of significant interest to the community; places the highest value on facts rather than suppositions and speculations as the basis of discussions; fairly represents opposing or contrasting sides of an issue and provides perspective and context to different views; demonstrates creativity and excellence in production and observes ethical and professional standards for the broadcast media

**Judging Criteria:** content, performance, technical aspects, opening and style.

## 14. Best Sports Special (TV)\*

This award recognizes the state's best sports program that is 5 minutes or more in length (not a sportscast within a newscast).

**Judging Criteria:** entertainment value, creativity, production value, presentation and impact. Hosts/anchors must be employed by station entering the category (no syndicated programs).

## 15. Best Newscast of the Year (TV)\*

Recognizes the best regularly scheduled news program designed for the local community.

**Judging Criteria:** content, performance, technical aspects, opening and style.

## 16. TV Broadcast News

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)

**D. Investigative Reporting** - For excellence in reporting of a local community issue requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. *Entry Material:* a) Link to digital video entry including story introduction and video inserts 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 digital video entry

## 17. TV 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. *Entry Material:* a) link to digital video entry with introduction and video montage from the program (5 minute limit); b) Up to 1 page narrative that specifically correlates to digital video entry.

## 16. Richard M. Uray Service Project of the Year Award (Radio or TV)

Recognizes a single community service project, planned, organized and implemented by a single station, which has had a significant impact on a station's local area and can be measured by how the community benefited. Broadcasters are charged with identifying the local needs 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. *Entry Material:* a) link to digital audio or video entry with compilation of project elements (5 minute limit); b) **Please note - Detailed narrative is a required element in this category. The narrative must specifically correlate with the digital audio or video entry.** 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 results; c) One (1) letter of endorsement from the project beneficiary. **STAR Award winners from the previous year are eligible to enter in this category but may not enter the same project that won the STAR Award in the previous year.**  
***Radio comp entries cannot be utilized for this category.***

#### **18. Station of the Year (Radio or TV)**

A station must demonstrate an overall excellence to be selected Station of the Year. Factors considered include station management/operations/objectives, personnel, programming, promotions, community service, public affairs/public service programming, and station awards and recognition. *Entry Material:* a) Link to digital audio or video entry describing the efforts of the station from April 1, 2017 to March 31, 2018 incorporating the factors listed above (5 minute limit); b) **Please note: Detailed narrative is required in this category. Use the above criteria as paragraph headings in the narrative. Narrative must specifically correlate with the digital audio or video entry.** Up to 5 pages of narrative describing why your station should be named 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 Nielsen ratings, etc.  
***Radio comp entries cannot be utilized for this category.***

***\*DENOTES NEW CATEGORY***