



**ITMAB**

**BROADCAST  
EXCELLENCE  
AWARDS**

# Important Information

## Entry Fees

MAB or MAPB Member: \$50 per entry  
Non-Members: \$95 per entry

## Eligibility

Production and broadcast must have occurred between January 1, 2024 and December 31, 2024.

## Deadline

Entries must be submitted online **by 12:00 p.m. (noon) on January 9, 2025** to be entered into the awards program.

## Market Divisions

Market is defined by size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

### Commercial Radio

- Market 1** Detroit Metro Area
- Market 2** Ann Arbor, Battle Creek, Flint, Grand Rapids, Kalamazoo, Lansing and Tri-Cities
- Market 3** Adrian, Cadillac, Jackson, Port Huron and Traverse City
- Market 4** Alpena, Escanaba, Marquette and Others

### Commercial Television

- Market 1** Detroit Metro Area
- Market 2** Flint, Grand Rapids, Kalamazoo and Tri-Cities
- Market 3** Cadillac, Jackson, Lansing and Traverse City
- Market 4** Alpena, Escanaba, Marquette and Others

### Statewide Broadcasting Networks

Radio

Television

### Public Radio

- Group 1** Public radio stations with a \$2 million budget or less.
- Group 2** Public radio stations with more than a \$2 million budget.

### Public Television

All public television stations will compete in one public television division

# Station of the Year

All public and commercial radio and TV stations entering the Broadcast Excellence Awards will be eligible for the Station of the Year.

## Commercial Station of the Year Awards

Points for Station of the Year will be calculated as follows: Best Award = 10 points; Merit Award = 5 points; and 10 additional points per winning entry (both Best and Merit) will be awarded in the following weighted categories:

### Commercial Radio

- Commercial
- Community Involvement
- Digital Excellence
- Newscast
- Personality\*

*\*Stations may enter any of the listed Personality categories. If a station wins Best or Merit in more than one Personality category, the highest points won in any of the Personality categories will be applied to the Station of the Year competition.*

### Commercial Television

- Breaking News Story
- Community Involvement
- Digital Excellence
- Newscast
- Weathercast

### Public Radio & Television

Points for Station of the Year will be calculated as follows: Best Award = 10 points; Merit Award = 5 points with the exception of the Station Excellence category. For a station to be eligible for Station of the Year they must have entered the Station Excellence category. The winners of both the Best and the Merit award in the Station Excellence category will receive an additional 60 points to be counted toward Station of the Year.

### Tie Breaker

In the event of a tie for both commercial and public stations, the station with the most Best awards will be awarded Station of the Year. If a tie remains, the station who placed highest in the Community Involvement category will be awarded Station of the Year.

BEGIN ENTERING

*November 18*

# Categories

## Commercial Radio

1. Breaking News Story
2. Commercial
3. Community Involvement
4. Continuing Coverage
5. Digital Excellence
6. Feature Programming
7. Feature Story
8. Investigative Story
9. Mini-Documentary or Series
10. Morning Show Broadcast Personality or Team
11. Newscast
12. OTT Content
13. Play-by-Play Sports
14. Podcast Series
15. Regularly Scheduled Broadcast Personality or Team
16. Special Show Broadcast Personality or Team
17. Sportscast
18. Sports Feature or Series
19. Station Promos

## Commercial Television

1. Breaking News Story
2. Commercial
3. Community Involvement
4. Continuing Coverage
5. Digital Excellence
6. Feature Story
7. Investigative Story
8. Marketing Materials and Promos
9. Meteorologist
10. News Series
11. Newscast
12. News Anchor
13. News Reporter
14. News Special
15. OTT Content
16. Photojournalist
17. Special Interest Programming
18. Sports Feature or Series
19. Sportscast
20. Weathercast

## Public Radio

1. Community Involvement
2. Feature/Use of Medium
3. Hard News & Current Events Story
4. Marketing Materials & Promos
5. Membership Appeal
6. Mini-Documentary or Series
7. Music Feature or Special
8. Musical Programming
9. Newscast
10. News Special or Public Affairs Program
11. Special Interest & Cultural Programming
12. Spot News
13. Station Excellence
14. Use of Multiplatform Media, Promotional/Membership Materials
15. Use of Multiplatform Media, Programming Materials

## Public Television

1. Community Involvement
2. Continuing Coverage
3. Cultural & Performing Arts
4. Cultural Programming
5. Independent Producer
6. Marketing Materials & Promos
7. Membership Appeal
8. Mini-Documentary or Series
9. News or Public Affairs Special
10. News Special or Documentary
11. Special Interest
12. Sports, Outdoor or Recreation
13. Station Excellence
14. Use of Multiplatform Media, Short Form
15. Use of Multiplatform Media, Long Form

## Networks

Network Radio categories are the same as the Commercial Radio categories. Network Television categories are the same as the Commercial Television categories, with the addition of the Independent Producer Category outlined in the Public Television Division.

FIND CATEGORY DESCRIPTIONS AT

*BroadcastExcellenceAwards.com*

# Rules

## Entries & Eligibility

1. This competition is open to all commercial stations, public stations and statewide broadcasting networks based in Michigan.
2. Only stations receiving Corporation for Public Broadcasting (CPB) funding may enter in the Public categories. Public stations are defined as a station licensed to operate as a non-commercial broadcasting station with primary studios and FCC authorized broadcast operations in Michigan and in partnership with another entity or itself meeting the then applicable minimum qualifications established by the Corporation for Public Broadcasting for Community Service Grants, as adjusted from time to time.
3. Digital sub-stations must enter under their own separate digital sub-station call letters and cannot be combined with the primary station's entries unless the entry aired on both stations. Please note all digital television sub-stations are included in the list of stations in the online entry system. All primary station call letters will retain -TV at the end of their call letters. (i.e.: XXXX-TV, XXXX-DT2, XXXX-DT3 or XXXX-DT4).
4. To enter in the Statewide Broadcasting Networks divisions, entrants must be a Michigan-based producer of network and syndicated programming. Entry must be aired on Michigan licensed broadcast stations. Statewide broadcasting networks are not eligible for Station of the Year.
5. Entries must have been created, produced, and aired by the entrant's station (excluding Commercial Television and Commercial Radio Community Involvement, Digital Excellence, and OTT Content, and Commercial Radio Podcast Series, which do not need to be aired on traditional broadcast channels). Entries may not be produced with outside advertising or production agency equipment, assistance, or direction (excluding the Public Television, Independent Producer category). **Stations must disclose if an entry has been created using non-station voiceover talent.**
6. Awards are given to an individual station, not to individual talent. All entrants must identify themselves by using one set of station call letters unless the group of call letters are COMPLETELY simulcast.
7. Public entries must be at least 51% locally produced. Public programs distributed throughout the state may be entered by the originating station only.
8. Entries are limited to three per station in each category with the exception of Commercial Television Community Involvement, Commercial Radio Community Involvement, Public Radio and Public Television Station Excellence categories which are limited to one and Commercial Television Meteorologist, News Reporter, News Anchor, and Photojournalist categories which are limited to five.
9. All entries must be submitted using the online entry system. Hard copies will not be accepted.
10. All Entries must first be uploaded to an external hosting site before they can be submitted to the online entry system. Below are some suggested sites. **It is the responsibility of the station to make certain the link is operational on Better BNC through the end of April 2025. No refunds will be issued for links that do not open. NOTE: Analytics from online hosting sites may not be accurate. Additional fees and restrictions may apply to outside sites, please see each site for details.**
11. Entries may not include pre-roles or any advertisements and may not exceed more than one hour in length unless otherwise specified.
12. All requested information must be complete in order to qualify.
13. Entries without payment, incomplete entry information, missing attachments, or links that are not operational by the due date will be disqualified from the competition.
14. Entries that exceed time limits, or written comment word count limits, may be disqualified at the discretion of the judges.
15. **NEW!** Entries must be created in whole by employees working at the entrant's station. Entries created in whole or in part by the use of generative artificial intelligence will not be accepted.

## Deadlines

1. All entries must have been produced and distributed during the 2024 calendar year from January 1, 2024 to December 31, 2024.
2. Entries must be submitted online by Thursday, January 9, 2025 by 12:00 p.m. EST.
3. Winners and finalists will be notified in early March 2025. Stations of the Year will be announced during the Broadcast Excellence Awards Gala in Detroit on April 5, 2025. Winning stations will be given four (4) complimentary tickets to the ceremony.

## Payments

1. Entry fees are \$50 per entry for MAB, MAPB and Associate members; Non-member rate is \$95 per entry. Online payments must be made before the close of the online entry system at 12:00 p.m. EST, on January 9, 2025.
2. If paying by check, please send an email indicating your intention to pay by check and the amount that will be paid to awards@michmab.com. Credit card payments must be made online before the system closes. Check payments must be received no later than the close of business on January 9, 2025 or the entries will not be submitted for judging. All fees for each station may be paid in one or multiple transactions.

## Judging & Station of the Year

1. Commercial Station of the Year Awards: Points for Station of the Year will be calculated as follows: Best Award = 10 points; Merit Award = 5 points; and 10 additional points per winning entry (both Best and Merit) will be awarded in the weighted categories.
2. Public Station of the Year Awards: Points for Station of the Year will be calculated as follows: Best Award = 10 points; Merit Award = 5 points with the exception of the Station Excellence category. For a station to be eligible for Station of the Year they must have entered the Station Excellence category. The winners of both the Best and the Merit award in the Station Excellence category will receive an additional 60 points to be counted toward Station of the Year.
3. Judging will be conducted by broadcasting peers outside the state of Michigan using the same online system the MAB uses for entry.
4. An award will be given in each category unless, in the opinion of the judges, no award is deserved. Judges will be provided each category description and time requirements. Points awarded, and final award placement, is completely at the judges' discretion and their decision is final. Please note: all judges will be requested to view at least 50% of each entry before making any judgments.
5. Disputes, of any kind, about this program will be reviewed by the MAB Awards Committee.

## How to Enter

Online System Opens **Monday, November 18, 2024**

### Contestant Manager Login Instructions

- Select Contestant Manager.
- Select 2024 MAB Broadcast Excellence Awards from the drop-down box.
- Find and select your station's call letters in the Media Organization drop-down box. (Note: If your call letters do not appear in the list of stations or are incorrectly grouped for simulcast, please contact the office at awards@michmab.com and we will create or correct the profile). Enter your password to log in.
- As a Contestant Manager you may assign Authorized Entrants. These are additional people from your station who will have access to submit entries for your station. **NOTE: New Contestants must submit two entries before they will be able to add any additional Authorized Entrants.** Once you have submitted the two entries, the system will update your account.

### Authorized Entrant Login Instructions

Authorized Entrants will be sent an email with account login information once the Contestant Manager completes their login.

- Follow the link from the email then select Authorized Entrant.
- Select 2024 MAB Broadcast Excellence Awards from the drop-down box.
- Find and select your station's call letters in the News Organization drop-down box.
- Type in the **password provided to you by the Contestant Manager** from your station in the password field.
- Follow the prompts and complete, in full, the information requested. This will set up your station/user account. You will be able to go back and make changes to your account until the deadline at 12:00 p.m. on January 9, 2025.

## Entry Submission Instructions

- Each entry, video or audio, must be uploaded to an outside website BEFORE completing each entry.
- Once the entry is uploaded to one of the approved sites, please provide the URL link(s) for uploaded entries in the links portion of the Online Entry System.
- File size limits, daily upload restrictions and additional fees may apply to external hosting sites. Please see individual sites for details.

## Payments

To make a payment online, click the "Calculate Entry Fee" link on the "Manage Entries" page, then select the payment link to the left of the screen.

## Questions

For more information, contact the MAB at 517-484-7444 or [awards@michmab.com](mailto:awards@michmab.com).

**@MIBROADCASTERS**



MichiganMedia.com  
BroadcastExcellenceAwards.com

