

NYSBA AWARDS CATEGORIES

TELEVISION

Traditional Television Broadcasts

T-1 Commercial

Best station locally produced commercial on behalf of an advertiser.

T-2 Promotional Announcement or Series

Best single or series of local promotional spots on a single topic.

T-3 Public Service Announcement/Campaign

Best station originated local public service campaign.

T-4 Public Affairs Program or Series

Best locally produced public affairs program or series.

T-5 Spot News

A single report or series of reports on a breaking or unplanned local news event.

T-6 Hard News Story

A single report taking on a serious local incident or issue.

T-7 Feature News Story

A single local report serving as relief or contrast to serious reporting – human interest, subject portrayal, creative writing, entertainment value, effective use of video and audio.

T-8 Use of Local News Video

Best visually compelling station captured video judged on how it's used to enhance storytelling.

T-9 Series or Documentary

Best series of local reports or documentary on a single topic.

T-10 Live On-Scene Reporting

Best single or series of live, local on location reports by a single reporter.

T-11 Sportscast

Single best regularly scheduled local sportscast to be judged on sports content, flow, quality of overall presentation.

T-12 Specialty Programming

Special station produced local broadcast, different from regularly scheduled newscast.

T-13 Evening Newscast

Single best regularly scheduled local evening newscast to be judged on news content, flow, quality of overall presentation.

T-14 Morning Newscast

Single best regularly scheduled local morning newscast to be judged on news content, flow, quality of overall presentation.

T-15 Weathercast

Single best regularly scheduled local weathercast to be judged on scientific knowledge, viewer benefit, quality of overall presentation.

T-16 Election Coverage

Best in-depth coverage of a federal, state or local election.

Social & Digital Media

T-17 Best Use of Digital Platforms

Compelling, visually appealing, relevant local content that connects with audience. Entry may include URLs, screen shots, podcasts or a PDF description.

T-18 Best Use of User-Generated Content

Best use of locally collected content submitted by audience. Entry may include URLs, screen shots, podcasts or a PDF description.

T-19 Best Personality

Local television personality with best presence on social media. Judged on quality of content, audience engagement and frequency of posts. Entry may include URLs, screen shots, podcasts or a PDF description.

T-20 Podcast

Most compelling locally produced digital audio, video or Internet series to be judged on quality of content, creativity and production value.

T-21 Breaking News Coverage

Best use of social and digital media in breaking local news coverage. Entry may include URLs, screen shots, podcasts or a PDF description.

**NOTE: WHILE ENTRIES MAY INVOLVE A PROGRAM OF ANY DURATION,
THE ACTUAL SEGMENT SUBMITTED MAY NOT EXCEED 5 MINUTES.**