

NYSBA AWARDS CATEGORIES

RADIO

Traditional Radio Broadcasts

R-1 Commercial

Best station produced commercial on behalf of an advertiser

R-2 Promotional Announcement

Best single or series of locally produced promotional spots on a single topic.

R-3 Public Service Announcement/Campaign

Best station originated local public service campaign.

R-4 Public Affairs Program or Series

Best locally produced public affairs program or series.

R-5 Spot News

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

R-6 Newscast

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

R-7 Feature

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

R-8 Morning Show

Single best regularly scheduled local morning show to be judged on flow and quality of overall presentation.

R-9 Radio Show

Single best regularly scheduled local show (non-morning) to be judged on flow and quality of overall presentation.

R-10 Sports Coverage

Best single locally originated sports broadcast.

R-11 Interview

Best interview with local individuals based on interaction with interview subject and quality of questions.

R-12 Editorial/Commentary

Taking a stance on a single topic. Can be a single or series of locally produced editorials/commentaries.

R-13 Use of Audio

Best compelling station captured local audio judged on how it's used to enhance presentation.

R-14 Live On-Scene

Best single live on location local broadcast.

R-15 Election Coverage

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

Social & Digital Media – Radio

R-16 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.

R-17 Best Personality

Local Radio 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.

R-18 Live Local Coverage

Best use of live streaming on social media. Judged on quality of content and audience engagement. Entry may include URLs, screen shots, podcasts or a PDF description.

R-19 Podcast

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

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

2020