

NYSBA AWARDS CATEGORIES

COLLEGE DIVISION RADIO

We will be hosting a separate contest for college radio stations. Entries are limited to radio stations that are affiliated with a college or university in New York State. *All entries must be entirely the work of an undergraduate or graduate student enrolled at a college or university.* Entries will compete against other colleges and universities throughout New York State.

Traditional College Radio Broadcasts

CR-1 Commercial

Best station produced commercial on behalf of an advertiser.

CR-2 Promotional Announcement

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

CR-3 Public Service Announcement/Campaign

Best station originated local public service campaign.

CR-4 Public Affairs Program or Series

Best locally produced public affairs program or series.

CR-5 Spot News

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

CR-6 Newscast

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

CR-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.

CR-8 Morning Show

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

CR-9 Radio Show

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

CR-10 Sports Coverage

Best single locally originated sports broadcast.

CR-11 Interview

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

CR-12 Editorial/Commentary

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

CR-13 Use of Audio

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

CR-14 Live On-Scene

Best single live on location local broadcast.

CR-15 Election Coverage

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

Social & Digital Media

CR-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.

CR-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.

CR-18 Podcast

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

CR-19 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.

CR-20 Best Classroom Digital Project

Many students prepare podcasts and streaming projects for classes that are never streamed or broadcast. This category focuses on the best podcast or use of the digital medium for a class project, even if it was not streamed or broadcast.

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