



[2020 Goldie Call to Entry: Guidelines and Categories](#)

A category must have at least two entries to be judged.

If your entry is the only one in a category, you will be advised after closing with the option to withdraw or submit in another category if applicable.

Entry Site: www.RockOurAwards.com

*******NEW FOR 2020 only*******

To encourage station participation in the Goldie Awards in 2020, we are reducing the price of entering. Please check the price breakdowns on page 2.

Also new for 2020 only:

The winners of Goldie Awards in 2020 will be receiving an **unframed** Goldie.

All member stations of the ABA are eligible for entry. Entries submitted must have been created and produced by station personnel or their designated production company (**with no agency involvement**) and broadcast by that station during the period:

8:00 PM (AK time) July 25, 2019 to 7:59 PM July 25, 2020

Division 1: Anchorage & MatSu Valley

Division 2: Rest of the State

****New Statewide Radio** for certain categories

Student Division—Includes all Alaska college radio stations, or students working as interns, or student volunteers at radio stations, and the Alaska Teen Media Institute students affiliated with a licensed radio station that airs their spots. All entries must have been aired during the designated time period.

Judging

Note: ABA cannot advise regarding which category an entry belongs in. Please take care in category selection; judges are asked to check to make sure all entries in a category are valid. Those deemed not valid cannot be judged and will be disqualified. Broadcasters from the Pennsylvania Association of Broadcasters will be judging entries based on creativity, technical quality, execution, and overall effect. Decision of the judges will be final.

Tips for Program Length Electronic Entries

Program length entries should be edited to exclude breaks. These entries, including Best Newscast, should be at least 5 minutes in length and no more than 15 minutes in length. You

may direct judges to the section within the program you would like to be viewed for judging by indicating with time code format.

Online Entry forms will include the following information:

1. Category Name
2. Station Call Sign
3. Title of Entry
4. Rundown with length of segment on entry. Time Code if needed, (5 minute segment for program length entries).

Any deviation from the rules will subject the entry to disqualification.

All stations will be sent ONE invoice for ALL entries. Stations should compile and save all entries to match against ABA records for invoicing.

A separate entry fee is required when the same commercial, PSA, or program is entered in more than one category.

FEE SCHEDULE 2020 (Please also see Goldie Instructions Document)

Member Stations – Divisions 1 & 2: each entry \$20, with the following exceptions:

All Divisions – First entry received per call letter will be No Charge.

**All Divisions – *Community Service Category*: NO CHARGE for one entry;
each additional entry \$10.**

**All Divisions – *Entries in the new Covid category*: NO CHARGE for one entry;
each additional entry \$10.**

Student Division – All Alaska: All entries not mentioned above: \$5.

Awards

Winners will receive one **unframed** GOLDIE certificate personalized to include the station call-sign and up to **four** individual names, including titles. Please check spelling of names as entry form information is what will appear on your Goldie.

Deadline:

Entries must be received by the website:

www.rockourawards.com/

by

7:59 pm Alaska Time Saturday, July 25, 2020

THERE IS NO GRACE PERIOD after closing

NEW FOR 2020
STATEWIDE COMPETITION - RADIO CATEGORIES

Eight (8) Categories

(the remainder of the separate Division radio categories can be found on the subsequent pages.)

Breaking News Story – This award recognizes breaking news coverage that airs either as a stand-alone broadcast or as part of a portion of a regularly scheduled news program. It must be the first time broadcast of live coverage. No more than 10 minutes.

News Feature – This award recognizes the best single report that aired in a newscast or sportscast as relief or contrast to serious reporting. Criteria includes human interest, subject portrayal, creative writing, entertainment value & effective use of audio. Entry must not exceed 10 minutes.

News Story – This award recognizes the best single report or series of reports on an unscheduled or unplanned story that airs in a regularly scheduled program. Criteria includes the manner in which the news organization responded, presentation of facts, delivery, follow up and any hard news elements that may have been uncovered. Entry is not to exceed 10 minutes.

Radio Newscast – This award recognizes the best daily information report. Criteria includes information & entertainment value, use of audio, production & editing. Entry must not exceed 10 minutes.

Live Sports Event – This award recognizes the best locally originated coverage of a sports event. Criteria includes presentation of facts, creativity and delivery. Entry must be of one sporting event, unedited and not to exceed 5 minutes.

Sports Play by Play – This award recognizes the best locally originated sports play-by-play. Criteria includes presentation of facts, creativity and delivery. Entry must be of one sporting event, unedited and not to exceed 5 minutes.

Sportscast – This award recognizes the best locally originated and regularly scheduled sports segment. Criteria includes clear presentation of facts, thoroughness, delivery/communication skills and interest of stories presented. No more than 10 minutes of a regularly scheduled sports report. Entry must be from single day broadcast.

Sports Coverage – This award recognizes a locally produced sports story or coverage of a sporting event (live or taped). Entry is not to exceed 10 minutes.

RADIO CATEGORIES - Division 1

Twelve (12) Categories

****New 2020 - Coolest Creative Concept** - This category is meant to highlight a station-initiated promotional piece, fund raiser, or fantastic on-site promotion that does not neatly fit into another category.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 5 minutes in length. 2. a narrative, not over one typed page (only PDF format).

****New 2020 - COVID-19** -- What did your station do in support of the community in response to Covid-19? Stations submit a written essay along with produced materials that represent their coverage of Covid-19, audio not to exceed 15 minutes.

Entertainment Program – This award recognizes a regularly scheduled broadcast which show cases entertainment value, creativity, production value, presentation and impact. Entry must not exceed 10 minutes.

Imaging – Entries for Best Imaging should not exceed 90 seconds in length. Entries may include sweepers, IDs, starters, drops, top of hours, splitters, show opens, power/custom/branded intros, and jingles. Entry can be a single item or a montage. Items in a montage can be thematic or varied in their core theme, and should all be for the same station. Furthermore, items in a montage should each be the entire element (excluding any long trailing talk beds, as with a show open) so that the items are presented as they aired. In other words, we're not looking for imaging "demos" but back to back elements in their entirety.

Interview – This award recognizes the best interview or series of interviews. Criteria includes quality of questions, rapport with interview subject and production quality. Entry must not exceed 5 minutes.

Promotional Announcement – This award recognizes the best single or series of announcements promoting a station sponsored event. Criteria includes use of audio, creativity, editing and production value. Entry is not to exceed 60 seconds.

Radio Commercial – :30 or Less - This award recognizes the best single commercial produced on behalf of a commercial client. Criteria includes creativity, message delivery, and production value. Entry must be 30 seconds or less.

Radio Commercial – :31 or More - This award recognizes the best single commercial produced on behalf of a commercial client. Criteria includes creativity, message delivery, and production value. Entry must be 31 seconds or longer but not to exceed 61 seconds.

Radio Show – This award recognizes the best radio show with criteria including entertainment value, creativity, production value, impact and presentation. Radio show members must be employed by radio station at the time the program aired. No syndication. Entry must be up to a 15 minute composite airtime of a single day's broadcast.

Station-Originated Community Service Project – One project with single or multiple beneficiaries that is originated by your station and promoted exclusively by your station. (This is NOT an award for your promotional support of a campaign or event originated or run by another entity). This category is meant to display the contributions that your station has made for the betterment of your community.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 10 minutes in length. 2. a narrative, not over two typed pages (PDF format). Stations may also submit other materials such as photos and testimonials.

Uniquely Alaskan Program – This award recognizes one program that highlights Alaskan people, places and things, or events specific to the 49th State. Programs will be judged on audio presentation, originality in coverage and engaging subject matter. Entry is not to exceed 15 minutes.

Use of Digital Platforms – This award recognizes the station that best utilizes social media, digital platforms or Apps to enhance its brand and overall community reach to complement its broadcast strategy and increase/draw listenership of broadcast. Judges will consider overall appearance, ease of use, use of visuals, and the depth and quality of information. Entries including video cannot exceed 5 minutes.

RADIO CATEGORIES - Division 2

Twelve (12) Categories

****New 2020 - Coolest Creative Concept** – This category is meant to highlight a station-initiated promotional piece, fund raiser, or fantastic on-site promotion that does not neatly fit into another category.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 5 minutes in length. 2. a narrative, not over one typed page (only PDF format).

****New 2020 - COVID-19** – What did your station do in support of the community in response to Covid-19? Stations submit a written essay along with produced materials that represent their coverage of Covid-19, audio not to exceed 15 minutes.

Entertainment Program – This award recognizes a regularly scheduled broadcast which show cases entertainment value, creativity, production value, presentation and impact. Entry must not exceed 10 minutes.

Imaging – Entries for Best Imaging should not exceed 90 seconds in length. Entries may include sweepers, IDs, starters, drops, top of hours, splitters, show opens, power/custom/branded intros, and jingles. Entry can be a single item or a montage. Items in a montage can be thematic or varied in their core theme but should all be for the same station. Furthermore, items in a montage should each be the entire element (excluding any long trailing talk beds, as with a show open) so that the items are presented as they aired. In other words, we're not looking for imaging "demos" but back to back elements in their entirety.

Interview – This award recognizes the best interview or series of interviews. Criteria includes quality of questions, rapport with interview subject and production quality. Entry must not exceed 5 minutes.

Promotional Announcement – This award recognizes the best single or series of announcements promoting a station sponsored event. Criteria includes use of audio, creativity, editing and production value. Entry is not to exceed 60 seconds.

Radio Commercial – :30 or Less – This award recognizes the best single commercial produced on behalf of a commercial client. Criteria includes creativity, message delivery, and production value. Entry must be 30 seconds or less.

Radio Commercial – :31 or More – This award recognizes the best single commercial produced on behalf of a commercial client. Criteria includes creativity, message delivery, and production value. Entry must be 31 seconds or longer but not to exceed 61 seconds.

Radio Show – This award recognizes the best radio show with criteria including entertainment value, creativity, production value, impact and presentation. Radio show members must be employed by radio station at the time the program aired. No syndication. Entry must be up to a 15 minute composite airtime of a single day's broadcast.

Station-Originated Community Service Project – One project with single or multiple beneficiaries that is originated by your station and promoted exclusively by your station. (This is NOT an award for your promotional support of a campaign or event originated or run by another entity). This category is meant to display the contributions that your station has made for the betterment of your community.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 10 minutes in length. 2. a narrative, not over two typed pages (PDF format), Stations may also submit other materials such as photos and testimonials.

Uniquely Alaskan Program – This award recognizes one program that highlights Alaskan people, places and things, or events specific to the 49th State. Programs will be judged on audio presentation, originality in coverage and engaging subject matter. Entry is not to exceed 15 minutes.

Use of Digital Platforms – This award recognizes the station that best utilizes social media, digital platforms or Apps to enhance its brand and overall community reach to complement its broadcast strategy and increase/draw listenership of broadcast. Judges will consider overall appearance, ease of use, use of visuals, and the depth and quality of information. Entries including video cannot exceed 5 minutes.

Student Categories - Statewide - Radio Only Ten (10) Categories

****New 2020 - COVID-19** – What did you station do in support of the community in response to Covid-19? Student/Stations submit a written essay along with produced materials that represent their coverage of Covid-19, audio not to exceed 15 minutes.

Entertainment Program – This award recognizes a regularly scheduled broadcast which show cases entertainment value, creativity, production value, presentation and impact. Entry must not exceed 10 minutes.

News Feature – This award recognizes the best single report that aired in a newscast or sportscast as relief or contrast to serious reporting. Criteria includes human interest, subject portrayal, creative writing, entertainment value & effective use of audio. Entry must not exceed 10 minutes.

News Story – This award recognizes the best single report or series of reports on an unscheduled or unplanned story that airs in a regularly scheduled program. Criteria includes the manner in which the news organization responded, presentation of facts, delivery, follow up and any hard news elements that may have been uncovered. Entry is not to exceed 10 minutes.

Profile – This award recognizes a single report that explores the background and character of a particular person or group. These reports highlight an aspect of the subject's personal or professional life. Criteria includes human interest, subject portrayal, creative writing, entertainment value and effective use of audio. Entry must not exceed 10 minutes.

Promotional Announcement – This award recognizes the best single or series of announcements promoting a station sponsored event. Criteria includes use of audio, creativity, editing and production value. Entry is not to exceed 60 seconds.

Public Service Announcement – This award recognizes the best single announcement of station's involvement in support of a non-profit organization. Criteria includes creativity and production values. Entry is not to exceed 60 seconds.

Radio Show – This award recognizes the best radio show with criteria including entertainment value, creativity, production value, impact and presentation. No syndication. Must be edited from a single board shift. May be a regularly scheduled program or a specialty featured program. Entry must be up to a 15 minute composite airtime of a single day's broadcast.

Sports Coverage – This award recognizes a locally produced sports story, play-by-play, or coverage of a sporting event (live or taped). Entry is not to exceed 10 minutes.

Use of Digital Platforms – This award recognizes the station that best utilizes social media, digital platforms or Apps to enhance its brand and overall community reach to complement its broadcast strategy and increase/draw listenership of broadcast. Judges will consider overall appearance, ease of use, use of visuals, and the depth and quality of information. Entries including video cannot exceed 5 minutes.

TELEVISION Categories - **Division 1** Nineteen (19) Categories

****New 2020 - COVID-19** – What did your station do in support of the community in response to Covid-19? Stations submit a written essay along with produced materials that represent their coverage of Covid-19, video not to exceed 15 minutes.

Breaking News Coverage – This award recognizes breaking news coverage that airs either as a stand-alone broadcast or as part of a regularly scheduled news program. It must be the first time broadcast of live coverage. No more than 10 minutes.

Enterprise Reporting – This award recognizes the reporter's ability to handle original reporting - including explanatory and in-depth journalism - across any topic. Entries will be judged for overall presentation, with emphasis on local content or impact, depth of reporting, quality of writing, graphics and photography. Entry cannot exceed 5 minutes.

News Feature – This award recognizes the best single report that aired in a newscast as relief or contrast to serious reporting. Criteria includes human interest, subject portrayal, creative writing, entertainment value and effective use of audio and/or video. Entry is not to exceed 10 minutes.

News Investigative Reporting – This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria includes significance, presentation of facts, thoroughness, research and delivery. Entry may be a single report or a series of 3. No more than 15 minutes.

News Story – This award recognizes the best single report or series of reports on an unscheduled or unplanned story that airs in a regularly scheduled program. Criteria includes the manner in which the news organization responded, presentation of facts, delivery, follow up and any hard news elements that may have been uncovered. Entry can be a single or series, and not to exceed 10 minutes.

****New 2020 - News Series** – This award recognizes the best news series aired in newscasts over several days, on a single topic. Entry can include up to 5 segments and cannot exceed 20 minutes.

Promotional Announcement – This award recognizes the best single or series of announcements promoting the station. Criteria includes creativity and production values. Entry is not to exceed 60 seconds.

Public Affairs/Specialty Program – This award recognizes a locally produced documentary, editorial, “magazine” or other specialty affairs program. Entry is not to exceed 15 minutes.

Public Service Announcement – This award recognizes the best single announcement promoting the station’s involvement in support of a non-profit organization or for the betterment of their community. Criteria includes creativity and production values. Entry is not to exceed 60 seconds.

Sports Coverage – This award recognizes a locally produced sports story or coverage of a sporting event (live or taped). Entry is not to exceed 10 minutes.

Sportscast – This award recognizes the best locally originated and regularly scheduled sports segment within a newscast. Criteria includes clear presentation of facts, thoroughness, delivery/communication skills and interest of stories presented. No more than 5 minutes of a regularly scheduled sports report. **The eligible dates to be used for best TV Sportscast: September 27, 2019; February 1, 2020; May 4, 2020.**

Station-Originated Community Service Project – One project with single or multiple beneficiaries that is originated by your station and promoted exclusively by your station. (This is NOT an award for your promotional support of a campaign or event originated or run by another entity). This category is meant to display the contributions that your station has made for the betterment of your community.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 10 minutes in length. 2. a narrative, not over two typed pages (PDF format). Stations may also submit other materials such as photos and testimonials.

Television Commercial \$1000 or Less – :60 or less. This award recognizes the best single commercial produced on behalf of an advertiser by a television station. Criteria includes creativity and production values. Entry must not exceed 60 seconds.

Television Commercial \$1000 or More – :60 or less. This award recognizes the best single commercial produced on behalf of an advertiser by a television station. Criteria includes creativity and production values. Entry must not exceed 60 seconds.

Television Newscast – This award recognizes the best newscast originally aired. Criteria includes aspects of the newscast (i.e. – News, Weather & Sports), presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the news and delivery. Entry must be a 15 minute composite of a single program with no commercials.

The eligible dates to be used for best TV Newscast: September 27, 2019; February 1, 2020; May 4, 2020.

Uniquely Alaskan Program – This award recognizes one program that highlights Alaskan people, places and things or events specific to the 49th State. Programs will be judged on visual presentation, originality in coverage, and engaging subject matter. Entry is not to exceed 15 minutes.

Use of Digital Platforms – This award recognizes the station that best utilizes social media, digital platforms or Apps to enhance its brand, news coverage and overall community reach to complement its broadcast strategy and increase/draw viewership of the broadcast. Judges will consider overall appearance, ease of use, use of visuals, and the depth and quality of information. Entries including video cannot exceed 10 minutes.

Weathercast – This award recognizes the best locally produced, regularly scheduled weather segment within a newscast. Criteria includes clear presentation of facts, thoroughness, delivery/communication skills and effective use of available technology. No more than 10 minutes compiled from the regularly scheduled weather reports.

The eligible dates to be used for best TV Weathercast: September 27, 2019; February 1, 2020; May 4, 2020.

TELEVISION Categories - **Division 2** Nineteen (19) Categories

****New 2020 - COVID-19** – What did your station do in support of the community in response to Covid-19? Stations submit a written essay along with produced materials that represent their coverage of Covid-19, video not to exceed 15 minutes.

Breaking News Coverage – This award recognizes breaking news coverage that airs either as a stand-alone broadcast or as part of a regularly scheduled news program. It must be the first time broadcast of live coverage. No more than 10 minutes.

Enterprise Reporting – This award recognizes the reporter's ability to handle original reporting - including explanatory and in-depth journalism - across any topic. Entries will be judged for overall presentation, with emphasis on local content or impact, depth of reporting, quality of writing, graphics and photography. Entry cannot exceed 5 minutes.

Entertainment Feature – This award recognizes the best single report that aired in a newscast or locally produced program. Criteria includes human interest, creative writing, and entertainment value. Entry is not to exceed 10 minutes.

News Feature – This award recognizes the best single report that aired in a newscast as relief or contrast to serious reporting. Criteria includes human interest, subject portrayal, creative writing, entertainment value and effective use of audio and/or video. Entry is not to exceed 10 minutes.

News Investigative Reporting – This award recognizes the best same day or on-going coverage of a significant event affecting the community. Criteria includes significance, presentation of facts, thoroughness, research and delivery. Entry may be a single report or a series of 3. No more than 15 minutes.

News Story – This award recognizes the best single report or series of reports on an unscheduled or unplanned story that airs in a regularly scheduled program. Criteria includes the manner in which the news organization responded, presentation of facts, delivery, follow up and any hard news elements that may have been uncovered. Entry can be a single or series, and not to exceed 10 minutes.

****New 2020 - News Series** – This award recognizes the best news series aired in newscasts over several days, on a single topic. Entry can include up to 5 segments and cannot exceed 20 minutes.

Promotional Announcement – This award recognizes the best single or series of announcements promoting the station. Criteria includes creativity and production values. Entry is not to exceed 60 seconds.

Public Affairs/Specialty Program – This award recognizes a locally produced documentary, editorial, “magazine” or other specialty affairs program. Entry is not to exceed 10 minutes.

Public Service Announcement – This award recognizes the best single announcement promoting the station’s involvement in support of a non-profit organization or for the betterment of their community. Criteria includes creativity and production values. Entry is not to exceed 60 seconds.

Sports Coverage – This award recognizes a locally produced sports story or coverage of a sporting event (live or taped). Entry is not to exceed 10 minutes.

Station-Originated Community Service Project – One project with single or multiple beneficiaries that is originated by your station and promoted exclusively by your station. (This is NOT an award for your promotional support of a campaign or event originated or run by another entity). This category is meant to display the contributions that your station has made for the betterment of your community.

Submission for this category must include 1. broadcast example(s) from PSAs to full programs no more than 10 minutes in length. 2. a narrative, not over two typed pages (PDF format). Stations may also submit other materials such as photos and testimonials.

Television Commercial \$500 or More – :60 or less. This award recognizes the best single commercial produced on behalf of an advertiser by a television station. Criteria includes creativity and production values. Entry must not exceed 60 seconds.

Television Commercial \$500 or Less – :60 or less. This award recognizes the best single commercial produced on behalf of an advertiser by a television station. Criteria includes creativity and production values. Entry must not exceed 60 seconds.

Best Television Newscast – This award recognizes the best newscast originally aired. Criteria includes aspects of the newscast (i.e. – News, Weather & Sports), presentation of facts, thoroughness, production values, interest of stories presented and overall impact of the news and delivery. Entry must be a 15 minute composite of a single program with no commercials.

The eligible dates to be used for best TV Newscast: September 27, 2019; February 1, 2020; May 4, 2020.

Uniquely Alaskan Program – This award recognizes one program that highlights Alaskan people, places and things or events specific to the 49th State. Programs will be judged on visual presentation, originality in coverage, and engaging subject matter. Entry is not to exceed 15 minutes.

Use of Digital Platforms – This award recognizes the station that best utilizes social media, digital platforms or Apps to enhance its brand, news coverage and overall community reach to complement its broadcast strategy and increase/draw viewership of the broadcast. Judges will consider overall appearance, ease of use, use of visuals, and the depth and quality of information. Entries including video cannot exceed 10 minutes.

Weathercast – This award recognizes the best locally produced, regularly scheduled weather segment within a newscast. Criteria includes clear presentation of facts, thoroughness, delivery/communication skills and effective use of available technology. No more than 10 minutes compiled from the regularly scheduled weather reports.

The eligible dates to be used for best TV Weathercast: September 27, 2019; February 1, 2020; May 4, 2020.