



# Iowa Broadcast News Association

## 2017 News Awards Contest

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### ***Eligibility:***

- The competition is open to all IBNA dues-paying members employed at any electronic media facility in Iowa and adjacent markets serving Iowa audiences, and to students who are from Iowa or are attending an Iowa-based college/university.
- An IBNA member may “share” his/her eligibility with non-members at the station/school.
- There is no limit to the number of entries which may be submitted from a single individual/organization
- Stations may submit additional written materials explaining their entries; for example, station resources, special circumstances to help put the entry in context, etc.
- ***All entries must have aired/appeared during calendar year 2017.***
- ***All entries must be submitted as they aired/appeared, without later editing (except compilations).***
- Winners will be notified via e-mail, with specific awards/placings announced at the annual IBNA convention on April 21, 2018 in Cedar Rapids.
- ***The IBNA Board has instructed judges to select first, second and third place award winners in each category, whenever possible.***

### ***Submission of Entries:***

- IBNA has established a special online site where entries and entry information will be submitted
- Files may be uploaded through the website. If a file is too large to be uploaded through the website, you may in the “Notes” section provide a URL to where the entry can be downloaded from. For video, it’s suggested to save them to YouTube, Dropbox or another service if direct links are not readily available to the station’s website
- It is the responsibility of the entrant to make sure the link is "live" with full audio and (if appropriate) video ***and*** that the entry can be downloaded; judges will be instructed to ignore any entry with a "dead" link without further notice to the entrant or refund of entry fees.
- No discs may be submitted.
- Entrants can include anchor lead-ins to stories (either within the audio/video, or in writing) and give the judges facts important to the story in writing; this additional written material should be clearly identifiable by station/category/entry title.
- ***All stations must specify their market size (small, large, or student) on the entry form.***
- Those who enter the 2017 IBNA News Awards Contest agree to allow IBNA to use excerpts from their work in an awards video to be shown at the annual convention, and later to be made available to members and educational institutions, and for promotion of IBNA generally.
- ***NOTE: Entries submitted without the name of a 2018 dues-paying IBNA member on the entry form, or submitted without entry fees, are not eligible.***
- Entry fees are payable ONLY through the checkout link on the website. ***Entries are not considered 'submitted' until fees are paid.***
- When completing the entry form, designate the entry title and names of the journalists involved.

**Radio (Professional):** There are two professional radio divisions: small market and large market. Large markets are defined as stations with primary service areas of Dubuque, Quad Cities, Cedar Rapids, Iowa City, Waterloo/Cedar Falls, Des Moines, Sioux City, and Omaha/Council Bluffs, as well as networks/news services. Any other city of license is considered a small market. Fees: \$10.00 per entry. Limit: No limit of entries per category, except **Best Newscast, Best Sportscast, and Overall Excellence**, which have a limit of one entry per station.

**Television (Professional):** There are two television divisions: small market and large market. Large markets are defined as stations with primary service areas of Des Moines/Ames, Cedar Rapids/Waterloo, and the Quad Cities, as well as networks/news services. Any other city of license is considered a small market. Fees: \$20.00 per entry. Limit: No limit of entries per category, except **Best Newscast, Best Sportscast, and Overall Excellence**, which have a limit of one entry per station.

**Student Radio and Television Entries:** All student radio and television entries, regardless of college or university size, are in the same division. **Best Newscast** and **Best Sportscast** entries must have aired for the first time on one of the designated dates; if no newscast/sportscast was produced/aired on that date, the cast which aired closest in time prior to the designated contest date is to be submitted. All other rules for professional radio and television entries apply; the student entry fees, however, are one-half that for professional entries.

**Materials may only be sent electronically.**

**Questions? Contact:**

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**Entries and fees must be received by IBNA no later than 5 p.m. on Thursday, February 15, 2018**

**Categories for 2017 IBNA News Contest—RADIO**  
**Receipt Deadline is 5 p.m. on Thursday, Feb. 15, 2018**

1. **SPOT NEWS COVERAGE** - A recorded or live report of a breaking story, not a pre-planned event. Criteria include clarity, editing, scripting, delivery, thoroughness, speed with which the story is covered, ability to place the audience at the scene, and indication to the audience of the significance/consequences of the event. The entry can include details of when the story broke, how soon after that the entry aired, what reports followed, etc. Compilation of same-day coverage is allowed.
2. **USE OF ACTUALITY** - Sound of a newsmaker and/or natural sounds of a news event as recorded on the scene. Criteria include audio quality, editing, resourcefulness, imagination, impact, and appropriateness. Compilation entries are not allowed.
3. **FEATURE** - A single story aired with the intent to provide relief from the impact of hard news stories. Criteria include human interest, delivery, production values, and the ability to evoke audience emotion. ("Hard news" features should be entered in another category, such as general reporting.)
4. **IN-DEPTH/SERIES** - An expanded report or series that provides background and understanding of a specific news event or issue. Entries should go beyond the traditional spot news story.
5. **PUBLIC AFFAIRS** - A single program or a series of programs that address one or more issues of importance to the community and, by providing information or advocating action, helps the community understand or deal with the issue(s). Written background information on the issues should be provided to aid the judges. Audience or community feedback as a result of the story can also be attached.
6. **FARM AND AGRIBUSINESS** - A single story or series on one topic that demonstrates the station's commitment to reporting on farm and/or agribusiness issues. Entry should not include market reports.
7. **SPORTS COVERAGE** - Coverage of sports figures or events, but not play-by-play. Entries should be reports that give the audience an insight into the person or event.
8. **SPORTS PLAY-BY-PLAY (OVER-THE-AIR)**- Locally originated coverage of athletic contests. An entire game should not be submitted. Criteria include flexibility, vividness and enthusiasm. No network feeds but flagship stations in Iowa may enter. Compilation entries are encouraged; a compilation should not exceed 20 minutes. "Highlight" shows should be entered in the Sports Coverage category. For broadcasts on over-the-air, terrestrial radio stations only.
9. **SPORTS PLAY-BY-PLAY (WEB-BASED)**- Locally originated coverage of athletic contests. An entire game should not be submitted. Criteria include flexibility, vividness and enthusiasm. No network feeds but flagship stations in Iowa may enter. Compilation entries are encouraged; a compilation should not exceed 20 minutes. "Highlight" shows should be entered in the Sports Coverage category. For broadcasts transmitted only via webstream or similar non-radio outlets.
10. **POLITICAL COVERAGE** - Coverage of politics, including elections. Entries should be reports that give meaning to the issues and the candidates, or breaking coverage of importance. A compilation of coverage should not exceed 20 minutes.

11. **GENERAL REPORTING** - A general news story. It should not be spot news, but this category is designed for “hard news”, instead of “feature” stories.
12. **OVERALL EXCELLENCE IN REPORTING** – A compilation, not to exceed 10 minutes, demonstrating the reporter’s ability to present material in a clear, understandable manner; write in a creative and engaging manner; and provide the audience with clear relevance of the topic.
13. **OVERALL EXCELLENCE IN ANCHORING** – A compilation, not to exceed 10 minutes, demonstrating the anchor’s or anchor team’s credibility, presentation skills, and competence.
14. **OVERALL EXCELLENCE IN WEATHER COVERAGE** – Not to exceed 30 minutes (compilations are allowed), demonstrating the station’s competence, understandability and commitment to news coverage of weather-related stories/events, involving multiple sources of information.
15. **OVERALL BEST USE OF ONLINE MEDIA** – Material posted through an online outlet that adds to existing on-air coverage of a story; designed to be more than simply posting the same script/story that aired on a website, requiring additional material (such as audio, video, photos, interactive elements) that was not included in the broadcast story. Entries may consist of a single story, multiple URLs tied to the same on-going story, or a collection of separate stories; regardless, a maximum of five distinct URLs may be submitted.
16. **BEST NEWSCAST** - IBNA holds six "contest days" each year, with notice given to stations. Air dates for 2017 were April 28, June 6, September 1, September 28, November 22, and December 12. Selecting ONLY from newscasts aired on those designated days, each station may submit ONE newscast. While entries may include national/international material supplied by networks, judges are instructed to disregard such stories in their evaluation. With the newscast entry, also complete and submit the separate rundown form.
17. **BEST SPORTSCAST** - IBNA holds six "contest days" each year, with notice given to stations. Air dates for 2017 were April 28, June 6, September 1, September 28, November 22, and December 12. Selecting ONLY from sportscasts aired on those designated days, each station may submit ONE sportscast. While entries may include national/international material supplied by networks, judges are instructed to disregard such stories in their evaluation. With the sportscast entry, also complete and submit the separate rundown form.
18. **OVERALL EXCELLENCE** – A compilation, not to exceed 20 minutes, demonstrating the station’s commitment to high journalistic ideals, commitment to community and ability to cover the big story.

**Categories for 2017 IBNA News Contest—TELEVISION**  
**Receipt Deadline is 5 p.m. on Thursday, Feb. 15, 2018**

1. **SPOT NEWS COVERAGE** - A recorded or live report of a breaking story, not a pre-planned event. Criteria include clarity, editing, scripting, delivery, thoroughness, speed with which the story is covered, ability to place the audience at the scene, and indication to the audience of the significance/consequences of the event. The entry can include details of when the story broke, how soon after that the entry aired, what reports followed, etc. Compilation of same-day coverage is allowed.

2. **NEWS PHOTOGRAPHY** - Video which may be part of a news assignment or a feature aired primarily for photographic quality. Criteria include quality, editing, imagination, impact on the viewer, and the ability to tell a story visually. Compilation entries are not allowed.

3. **FEATURE** - A single story aired with the intent to provide relief from the impact of hard news stories. Criteria include human interest, delivery, production values, and the ability to evoke audience emotion. ("Hard news" features should be entered in another category, such as general reporting.)

4. **IN-DEPTH/SERIES** - An expanded report or series that provides background and understanding of a specific news event or issue. Entries should go beyond the traditional spot news story.

5. **PUBLIC AFFAIRS** - A single program or a series of programs that address one or more issues of importance to the community and, by providing information or advocating action, helps the community understand or deal with the issue(s). Written background information on the issues should be provided to aid the judges. Audience or community feedback as a result of the story can also be attached.

6. **FARM AND AGRIBUSINESS** - A single story or series on one topic that demonstrates the station's commitment to reporting on farm and/or agribusiness issues. Entry should not include market reports.

7. **SPORTS COVERAGE** - Coverage of sports figures or events, but not play-by-play. Entries should be reports that give the audience an insight into the person or event.

8. **SPORTS PLAY-BY-PLAY (OVER-THE-AIR)**- Locally originated coverage of athletic contests. An entire game should not be submitted. Criteria include flexibility, vividness and enthusiasm. No network feeds but flagship stations in Iowa may enter. Compilation entries are encouraged; a compilation should not exceed 20 minutes. "Highlight" shows should be entered in the Sports Coverage category. For broadcasts on over-the-air, cable or satellite television stations only.

9. **SPORTS PLAY-BY-PLAY (WEB-BASED)**- Locally originated coverage of athletic contests. An entire game should not be submitted. Criteria include flexibility, vividness and enthusiasm. No network feeds but flagship stations in Iowa may enter. Compilation entries are encouraged; a compilation should not exceed 20 minutes. "Highlight" shows should be entered in the Sports Coverage category. For broadcasts transmitted only via webstream or similar non-television outlets.

10. **POLITICAL COVERAGE** - Coverage of politics, including elections. Entries should be reports that give meaning to the issues and the candidates, or breaking coverage of importance. A compilation of coverage should not exceed 20 minutes.

11. **GENERAL REPORTING** - A general news story. It should not be spot news, but this category is designed for "hard news", instead of "feature" stories.
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13. **OVERALL EXCELLENCE IN ANCHORING** – A compilation, not to exceed 10 minutes, demonstrating the anchor's or anchor team's credibility, presentation skills, and competence.
14. **OVERALL EXCELLENCE IN WEATHER COVERAGE** – Not to exceed 30 minutes (compilations are allowed), demonstrating the station's competence, understandability and commitment to news coverage of weather-related stories/events, involving multiple sources of information.
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16. **BEST NEWSCAST** - IBNA holds six "contest days" each year, with notice given to stations. Air dates for 2017 were April 27, June 5, August 31, September 27, November 21, and December 11. Selecting ONLY from newscasts aired on those designated days, each station may submit ONE newscast. While entries may include national/international material supplied by networks, judges are instructed to disregard such stories in their evaluation. With the newscast entry, also complete and submit the separate rundown form.
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