

MUST BE A MEMBER OF NMBA TO ENTER. All television entries must be submitted separately on DVD in a universal format or VHS. Label each disc or tape clearly listing station call letters (not on-air slogan), category name and title. Include an entry form for each entry. **ENTRY DEADLINE:** Entries, including DVDs or tapes, entry forms and full payment, must be received at the NMBA office no later than 5 PM, Friday April 11, 2008, whether sent by mail or hand delivered. **ENTRY FEE:** \$30 per entry. There is no entry fee for the Station of the Year competition. Submit one check or money order to cover all entries, payable to NMBA.

Television Markets: Division 1 - Metro Market Television (Albuquerque)
Division 2 - Large Market Television (Roswell, Farmington)

TV1 PublicServiceCampaign Any campaign that serves the public interest. The campaign must include at least 3 of the following elements: PSAs, public affairs programming, promotional announcements, editorial coverage, special programming coverage, story coverage during a regularly scheduled newscast, or station sponsorship. Entry should include a written description of the campaign, the elements used and the scope of the campaign; video of the above elements; and collateral produced supporting the station's involvement.

TV2 StationPromotionalAnnouncement Single promotional or a series of promotional announcements.

TV3 NewscastEvening Any regularly scheduled evening newscast, including 4pm, 5pm, 5:30pm, 6pm, 6:30pm, 9pm, or 10pm. The date of November 14, 2007, was chosen as the date your station will submit for consideration for this category. Submit entire newscast with commercial breaks edited out. SUBMIT 1 ENTRY PER STATION

TV4 NewscastNoon The date of November 14, 2007 was chosen as the date your station will submit for consideration for this category. Submit entire newscast with commercial breaks edited out. SUBMIT 1 ENTRY PER STATION

TV5 NewscastMorning The date of November 14, 2007 was chosen as the date your station will submit for consideration for this category. Submit entire newscast with commercial breaks edited out. SUBMIT 1 ENTRY PER STATION

TV6 NewsFeatureStory This award is for individual achievement covering a single feature story that aired during a regularly scheduled newscast. Judging criteria will include creative presentation as well as writing, editing, photography and visual storytelling.

TV7 VideographyPhotography This award is for individual achievement. Judging criteria will include overall aesthetic quality, editing, and creativity in visual storytelling. Entry should include up to 5 segments on different subjects.

TV8 Website Judging criteria will include graphic design, content and overall presentation. Submit the URL of your website. Judges will view your site.

TV9 GeneralNewsCoverage of a significant news event or issue during a regularly scheduled newscast.

TV10 BreakingNews A single report of a breaking news event. Entry may be a live special report or a report aired during a regularly scheduled newscast within 24 hours of the breaking news.

TV11 InvestigativeReporting This award is for individual achievement. Judging criteria will include demonstration of extensive research, original investigation, balance, clarity, overall presentation and community importance. Submit up to 5 segments on different subjects.

TV12 NewsReporter This award is for individual achievement. Judging criteria will include demonstration of an overall excellence in television news reporting, overall presentation, creativity, accuracy, fairness and clarity. Each entry should include 2 package reports, a live report or set report.

TV13 Sportscast This award is for individual achievement. The date of November 14, 2007 was chosen as the date your station will submit for this category. This entry should be a sportscast from a regularly scheduled newscast.

TV14 Weathercast This award is for individual achievement. The date of November 14, 2007 was chosen as the date your station will submit for this category. This entry should include a weathercast from a regularly scheduled newscast.

TV15 ExpandedSportsShow A sports show of expanded sports reports and scores. Submit entire show without commercials.

TV16 StationoftheYear This award is determined by the most number of winning entries. Tie breaker will be the winner of the evening newscast category.

MUST BE A MEMBER OF NMBA TO ENTER. All radio entries must be on CD with each category on a separate CD. Multiple entries should be submitted on separate CDs. Label each CD clearly listing station call letters (not on-air slogan), category name, and title on the CD. Include an entry form for each entry. Mail or deliver entries and entry fees to the NMBA office, 2333 Wisconsin St., NE, Albuquerque, NM 87110 by 5pm on Friday April 11, 2008. **Entry Fees:** \$30 per entry for NMBA members. There is no entry fee for the Station of the Year competition. Submit one check or money order to cover all entries, payable to NMBA.

Radio Markets: Division 1 - Metro Market Radio (Albuquerque)
Division 2 - 40,000-75,000 (Las Cruces, Santa Fe, Roswell, Farmington)
Division 3 - 20,000-40,000 (Alamogordo, Clovis, Hobbs, Carlsbad, Gallup, Espanola)
Division 4 - 10,000-20,000 (Los Alamos, Las Vegas, Deming, Portales, Artesia, Silver City)
Division 5 - 0-10,000 (Lovington, Socorro, Grants, Ruidoso, TorC, Raton, Belen, Tucumcari, Taos, Santa Rosa, Clayton, Questa, Chama, Magdalena)

PLEASE NOTE: Stations may choose to participate in their division or the next higher division. Stations are *not* eligible to compete in lower divisions. Stations must compete in only one division.

RADIO1 PublicServiceAnnouncement Single PSA or a series of PSAs. Judging criteria is based on a single subject.

RADIO2 PublicServiceCampaign Any campaign that serves the public interest. The campaign must include at least 3 of the following elements: PSAs, public affairs programming, promotional announcements, editorial coverage, special programming coverage, story coverage during a regularly scheduled newscast, or station sponsorship. Entry should include a written description of the campaign, the elements used and the scope of the campaign; audio of the above elements; and collateral produced supporting the station's involvement.

RADIO3 StationPromotionalAnnouncement Single promotional or series of promotional announcements.

RADIO4 DJPersonalityAircheck This award is based on individual achievement. A maximum of 10 minutes from one show without commercials.

RADIO5 Newscaster This award is based on individual achievement. Entry should contain 2 complete newscasts from different days without commercials.

RADIO6 CompleteNewscastStation may choose from any of the regularly scheduled newscasts. Station may choose the broadcast on any day during the previous calendar year. Submit entire newscast without commercial breaks.

RADIO7 Website Judging criteria will include graphic design, content and overall presentation. Submit the URL of your website. Judges will view your site.

RADIO8 SingleTopicEventNewsCoverage Aired within a regular newscast or outside a regular newscast as a special news report.

RADIO9 TalkShow A talk format show. Any talk show that aired during the last calendar year.

RADIO10 SportsPlaybyPlay Play-by-play coverage of a single sports event. Submit 6 minutes of unedited play-by-play material.

RADIO11 :30Commercial Must have been written, produced and voiced by station personnel.

RADIO12 :60Commercial Must have been written, produced and voiced by station personnel.

RADIO13 StationoftheYear This award is determined by the most number of winning entries. Tie breaker will be the winner of the Public Service Campaign category.

Eligibility The NMBA Awards for Excellence in Broadcasting are open to any New Mexico Broadcaster. Entries must be original, created and produced by the station's staff; and aired in the calendar year of 2007. Audio or video that has been purchased for a specific campaign should be indicated as such in a note to the judges.

Awards An NMBA award will be given in each category of each division unless, in the opinion of the judges, no award is deserved. Excellence in Broadcasting awards will not be given for honorable mention, 2nd or 3rd places. Awards will be presented at the NMBA Annual Convention during the Awards Banquet, Saturday, May 31, 2008.

Judging Judging will be by a panel of out-of-state broadcast journalists. Entries will be judged for excellence, creativity, and effectiveness. Criteria will include, as applicable, writing, delivery and technical components. **ENTRY DEADLINE:** entries, including tapes, entry forms and full payment must be received at the NMBA office no later than 5pm, Friday April 11, 2008. Send entries, entry forms and payments to: NMBA, 2333 Wisconsin St., NE, Albuquerque, NM 87110 (505) 881-4444.



Television & Radio 2008 Call for Entries

PLEASE PRINT OR TYPE ENTRY FORM. Read rules and regulations carefully before completing the entry form or preparing entry tapes. All applicable questions on the form must be answered. Please do not redesign this entry form. ***Please photocopy this form for multiple entries.***

Attach entry form to the CD or DVD containing your entry and submit each entry separately.

Please submit ONE CHECK FOR ALL ENTRIES. All entry fees and entry material must be received at the NMBA office by 5pm on Friday April 11, 2008.

COMPETITION CATEGORY AND NUMBER _____

TITLE OF ENTRY _____

NAME AND TITLE FOR THOSE WHO PRODUCED THE ENTRY _____

STATION MARKET SIZE (SEE DEFINITIONS UNDER HEADING TITLE AWARDS)

- | | | |
|---|---|---|
| <input type="checkbox"/> DIVISION 1 RADIO | <input type="checkbox"/> DIVISION 2 RADIO | <input type="checkbox"/> DIVISION 3 RADIO |
| <input type="checkbox"/> DIVISION 4 RADIO | <input type="checkbox"/> DIVISION 5 RADIO | |
| <input type="checkbox"/> DIVISION 1 TV | <input type="checkbox"/> DIVISION 2 TV | |

SUBMITTED BY (STATION CALL LETTERS) _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

PHONE _____ **CONTACT** _____

WEBSITE ADDRESS OR EMAIL _____

Note: Entries with insufficient payment will be disqualified. Shipping charges must be prepaid on all entries. Shipments with postage due will not be accepted.

Please photocopy this form for multiple entries.