

# GABBY AWARDS 2010 RADIO CATEGORIES

**ENTRY DEADLINE IS FRIDAY, FEBRUARY 26, 2010**

## **AWARDS WILL BE PRESENTED IN THREE MARKET SIZE CATEGORIES**

### **GENERAL GUIDELINES**

All programs and entries must be of locally produced origin by station personnel. Some broadcast material can be entered in only one category. Choose carefully the categories in which you wish to have entries considered. Composite vignettes of long broadcast material may be used in representative entry samples. Entries to be on CDs (preferred) or audiocassettes. Be sure to indicate which market category you are entering: A (under 100,000) AA (100,000 to 1 mill.) or AAA (over 1 mill.)

### **BEST NEWSCAST**

Entry Length: 10 Minute Maximum

This is the category for a station-produced newscast aired on your station between January 1, 2009 and December 31, 2009. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST NEWS STORY**

Entry Length: 10 Minute Maximum

This is the spot news category for a station produced single news story aired on your station between January 1, 2009 and December 31, 2009. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST FEATURE STORY/SERIES OR DOCUMENTARY**

Entry Length: 15 Minute Maximum (May Be A Composite)

This category is for longer feature produced documentary, story or series aired on your station between January 1, 2009 and December 31, 2009. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST SPORTS CAST/PROGRAM**

Entry Length: 10 Minute Maximum

This category is for any individual sports cast/program produced and aired on your station between January 1, 2009 and December 31, 2009. The entry may be an edited composite of material from several dates or a single program. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST SPORTS STORY OR SERIES**

Entry Length: 10 Minute Maximum

This category is for any individual sports story or series produced and aired by your station between January 1, 2009 and December 31, 2009. The entry may be an edited composite of material from several dates or a single program. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST STATION PRODUCED NON-NEWS RADIO PROGRAM OF ANY TYPE**

Entry Length: 10 Minute Maximum

This category is for a sample of a locally produced non-news radio program aired on your station between January 1, 2009 and December 31, 2009. The entry may be an edited composite of material or a single 10-minute segment. This should not have been entered in any other category. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST RADIO ON-AIR PERSONALITY**

Entry Length: 5 Minute Maximum

This category is for an individual local on-air personality on your station. This individual must be a Georgia air personality employed by your station in Georgia. Materials presented must have been aired by your station between January 1, 2009 and December 31, 2009. The entry may be an edited composite of material or a single 5-minute segment. The personality will be judged by entertainment value, overall flow and community involvement. This award honors the *individual* not the show or station. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST STATION PRODUCED COMMERCIAL**

Entry Length: 2 Minute Maximum

This category is for a single commercial example. It must be produced by your station and aired on the station between January 1, 2009 and December 31, 2009. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **BEST STATION PRODUCED PSA OR STATION ID/PROMOTIONAL PIECE**

Entry Length: 2 Minute Maximum

This category is for a single PSA or station ID/Promotional example. It must be produced by your station and aired by the station between January 1, 2009 and December 31, 2009. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

### **COMMUNITY SERVICE AWARD**

Entry Length: 10 Minute Maximum

The Radio Community Service Award is presented honoring one radio station in each market category for its efforts in 2009 community service. The award recognizes outstanding performance by a station through (1) on-the-air campaigns or promotions; (2) public service announcements; (3) special events and/or (4) fund-raisers or any other service to the community. Fill out an entry form and enclose it in an envelope with a CD (preferred) or a cued and ready-to-play audiocassette. **Include call letters, class, category on the CD or tape, air-date and title of the entry on outside of envelope.**

## **SEE SEPARATE ENTRY FORMS FOR RADIO STATION OF THE YEAR AND BROADCASTER OF THE YEAR.**

### **REMEMBER...**

1. **Include an entry form signed by a station management official and a \$30 check for each Class A entry, \$40 for each Class AA entry or a \$50 check for each Class AAA entry (or single check for all entries.)**
2. **Check the appropriate format and length of the CD or audiocassette entry. If audiocassette, have it cued and ready to play. Make sure the right CD or cassette is in the correct envelope.**
3. **On the outside of each envelope, be sure to put your call letters and the category of the entry enclosed. On each CD or audiocassette, be sure to include (1) the call letters (include AM or FM); (2) the class (market-size) of your station; (3) the category entered; (4) the air date and (5) title of the entry.**
4. **The individual envelopes may be collectively sent in a single box.**