

CATEGORIES

FOR RADIO AND TELEVISION, UNLESS OTHERWISE NOTED

PUBLIC AFFAIRS/TALK

Program of issues of interest to the community with local host.

SPOT NEWS

Coverage of a single news event or issue.

DOCUMENTARY NEWS

In-depth coverage of a single news event or topic.

FEATURE STORY

Presentation of a single human interest story that is not closely tied to a recent news event.

NEWSCAST

Clip or montage of a single newscast (more than one news story), weathercast or sportscast.

SPORTS FEATURE

Presentation of a single sports topic: may be local event, but not required.

AIR PERSONALITY

Clip or montage of single on-air personality.

MORNING SHOW TEAM [RADIO ONLY]

Clip or montage of morning show personalities: may include anyone that contributes to the morning drive.

STATION PROMOTIONAL ANNOUNCEMENT

Promotion of your station, written and produced by your station, and aired on your station; a campaign of up to three spots may be entered as one entry.

INDIVIDUAL COMMERCIAL

Single commercial, written and produced by your station.

COMMERCIAL CAMPAIGN

Series of spots (no more than three), written and produced by your station as a total campaign.

BEST USE OF DIGITAL MEDIA

This award will be given to the station that makes the digital world work for them. Show us your best social media campaign, banner ad, website design or smart phone app or whatever else your station is doing in cyberspace.

BEST STATION PROMOTION

Show us your best station promotion from the last year. Creative ticket giveaways, contests, games or anything your station did to interact with your audience.

LOCAL SPECIAL PROGRAM/EVENT

A unique event produced and promoted by your station. Programs may be community oriented, charitable, a one-time occurrence or an annual event, etc.

LP-FM [RADIO ONLY]

Clip or montage of what makes your local programming unique.

PUBLIC SERVICE CAMPAIGN OF THE YEAR

Outline your station's most successful and creative public service campaign by including recorded PSAs and information about the campaign and the results garnered.

STATION OF THE YEAR

Outline your station's overall efforts throughout the past year, including information about public service activities, awards and honors, creative listener and sales promotions, quality of production and programming.

ENTRY DEADLINE: FRIDAY, AUGUST 7TH, 2020

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NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS