THE GRANITE MIKES
PRESENTED BY THE NEW HAMPSHIRE ASSOCIATION OF BROADCASTERS

CATEGORIES FOR 2023

PUBLIC AFFAIRS/TALK
Program of issues of interest to the community with local host.

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.

PLAY-BY-PLAY
Locally produced play-by-play coverage of a single sporting event.

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 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.

PUBLIC SERVICE ANNOUNCEMENT
One public service announcement, written and produced by your station.

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.

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.

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.