



April, 2018

Dear Idaho Broadcaster:

It is once again time to bring out your best to enter in Idaho's Best in Broadcasting Awards. The winners will be celebrated at ceremonies in Boise, Saturday, August 11 in the Capitol Room on the second floor of The Inn at 500 Capitol. This year I hope you will be among those we honor for excellence in broadcasting. This includes all you need to enter and I encourage you to do so. Remember, you cannot win if you do not enter.

All of your entries should have been on-air between May 13, 2017 and May 11, 2018—except the following:

News entries from radio and television will be required to enter one show in its entirety (please delete commercials). *This year, if you plan to enter "Best News" you should tape all of your newscasts during the week (5 days, Monday thru Friday) beginning Monday, May 7 and ending Friday, May 11.* After that week, a specific day will be chosen as the entry day and you will be notified of that day by e-mail. "Best" weather and sports segments in the Television division will be judged from segments from the assigned local newscast day. **These segments must be entered separately on the "Best in Media" website if you wish to enter.**

The following radio entries should be a compilation of the best of show between May 13, 2017 and May 11, 2018.

- Best Personality (Non Morning Show)
- Best Talk Show

**ENTRY DEADLINE IS May 25, 2018.** Material broadcast between May 13, 2017 and May 11, 2018 is eligible. Good luck to all of you. Questions? Call Connie Searles at 345-3072.

---

## **BEST IN BROADCASTING CALL FOR ENTRIES 2018**



## 2018 "Best In Broadcasting" Awards Entry Process

This year's awards will all be entered and judged electronically on the "Best In Media" website. [www.bestinmedia.com](http://www.bestinmedia.com). Please check and read carefully before starting the entry process.

Categories and entry rules are all right here.

Instructions for entering, formats, etc. are all on the website and the last page of this Call for Entries. Please read carefully before beginning the entry process.

Payments for entries will be made through Pay Pal. Make sure you have a Pay Pal account or a credit/debit card handy when you begin uploading your entries

You may begin entering **May 12** and entries will be open until **May 25, 2018**. **NO EXTENSIONS**

Some words of wisdom: Also see last page

- You must create a new account this year. You may use the same username / password from last year, but you need to create a new account for 2018. See the link in the navigator bar.
- You **MUST USE** the Best in Media video format settings.
- In the uploader application, please click on the field below the "Browse" button and select "Idaho State Broadcasters Association / ISBA before uploading your media, so that it is organized under ISBA.
- Make sure that [bestinmedia.com](http://bestinmedia.com) and [no-reply@wufoo.com](mailto:no-reply@wufoo.com) are accepted by your email program.

This year's awards will all be entered and judged electronically on the "Best In Media" website. [www.bestinmedia.com](http://www.bestinmedia.com). Please check and read the entry form and file information carefully before starting the entry process.

Categories and entry rules are all right here.

Instructions for entering, formats, etc. are all on the website as well as listed below. Please read carefully before beginning the entry process.

Payments for entries this year will be made through Pay Pal. Make sure you have a Pay Pal account or a credit/debit card handy when you begin uploading your entries

You may begin entering May 12 and entries will be open until 5 p.m. May 25, 2018.

**NO EXTENSIONS**

Some words of wisdom:

- You must create a new account this year. You may use the same username / password from last year, but you need to create a new account for 2018. See the link in the navigator bar.
- You **MUST USE** the Best in Media video format settings or YouTube posted videos. No videos (or audio) running from your website, any 3<sup>rd</sup> party media site or a cloud based server. YouTube video URL's **MUST** be uploaded into your Media Manager as well as appear on the entry form .
- In your Media Manager Upload window, please click on the field marked "Required" below the "Browse" button and select "Idaho State Broadcasters Association / ISBA before uploading your media, so that it is organized under ISBA.
- Make sure that [bestinmedia.com](http://bestinmedia.com) and [no-reply@wufoo.com](mailto:no-reply@wufoo.com) are accepted by your email program.

Best in Media Quick Reference for 2018:

Organize your entries prior to starting to use Best in Media. Have the following ready:

The division and categories you want to enter

The title / name of each entry

The name of the file(s) that you will upload for each entry

Payment method (CC / Debit OR a PayPal Balance)

Using Best in Media is fast and simple if you prepare your entries ahead of time

The following are the accepted file formats for 2018

Video: mp4 only (see the required export settings on the website)

YouTube: YouTube URL must be on the entry form **AND UPLOADED TO**

**YOUR MEDIA MANAGER**

Audio: mp3 only

Image: png or .jpg

Document: pdf

Important file rules

Links to websites or 3<sup>rd</sup> party media sites (other than YouTube) are not allowed

If you use YouTube posted videos, **YOU MUST UPLOAD THE URL INTO YOUR MEDIA MANAGER**

You cannot enter video or audio that runs from your station's website in any of the TV or Radio divisions / categories. Exception: Any entry into a website or social media category can use a link to your site

**Only MP4 videos are allowed.** They must use the industry standard settings to be accepted. You are allowed up to 1 gig per file and up to 4 related files per entry.

The industry standard settings for HD mp4 files:

CODEC: H264 / AAC

ASPECT: 1280 X 720 or 1920 x 1080

BITRATE: 2500-3500 (higher bitrates are not needed to get a great streaming video)

FRAMERATE: 24, 29.97, 30 (Make sure you are not exporting your files using native frame rates above 30fps)

AUDIO: 44.1k / 48k / 16bit / stereo / 128-320

Questions? Contact Tom Frazee at [tom@bestinmedia.com](mailto:tom@bestinmedia.com)

## Competition General Information

2018  
**"BEST IN BROADCASTING" AWARDS  
GENERAL RULES AND INSTRUCTIONS**

### ***Judging***

Broadcasters from Montana will judge entries based on creativity, technical quality, execution, and overall effectiveness.

Judges will be asked to select a first, second and third place winner in each category entered, but are under no obligation to do so and may choose to award no prize in a category.

The decision of the judges will be final.

### ***Liability***

All materials submitted become the property of the Idaho State Broadcasters Association. The ISBA will not be financially responsible for any material submitted.

### ***Entry Fees***

The Best in Media site will request payment when you place your entries. Payments will be made via Pay Pal. Entries will not advance to judging without payment of entry fees. A separate entry fee will apply when the same commercial, promo, PSA, or program is entered in more than one category.

The following fees apply:

**Members: First Entry Free for each station in each category.**

**Each additional entry in each category—\$10.00**

**Non-Members: \$40.00 per entry, Radio, TV and Ad Agencies**

### ***Deadline***

All entries must be completed on the website  
**no later than 5:00 P.M. May 25, 2018.**  
**NO EXCEPTIONS**

**Submit entries to: [www.bestinmedia.com](http://www.bestinmedia.com).**

1. Only material produced and aired between May 11, 2017 and May 11, 2018 is eligible
2. Only Idaho FCC licensed broadcast stations are eligible to enter with the exception of the ad agency categories.
3. VIDEO ENTRIES: See instructions for entering, formats accepted and coding requirements on the Best in Media web site and the last page of this publication
4. AUDIO ENTRIES: MP3 formats only. See instructions on the Best in Media website and the last page of this publication.
5. All entries must contain only station-produced material (talent, scripts, art, etc.). Station music and sound effects libraries are permitted.
6. Subscription weather aids (satellite photos, radar reports, etc) may be used as an enhancement to locally produced weather programs.
7. Talent used in entries must have actually performed in the station's studio or on location.
8. No announcements produced outside the station that contain only a locally produced "tag" will be accepted for judging.
9. Excerpts from syndicated programs and feature films are OK to use in program promotional announcements.
10. No maximum number of entries.
11. ENTRY FEE: First entry in each category free for ISBA members, \$10.00 per entry thereafter, \$40.00 per entry for non-members.
- 12.

**IMPORTANT:** Best in Media allows video's, audio, images and documents to be uploaded for entries. They also allow YouTube videos that are "public". YT URL's MUST be uploaded to your Media Manager. **NO LINKS TO MEDIA RUNNING FROM YOUR WEBSITE ARE ALLOWED!** The only website URL's allowed are for website entries.

## TV Station Categories

(No Maximum number of entries)

### DIVISION A: NEWS AND PUBLIC AFFAIRS

1. Best Local Newscast (Must be taken from designated day)
4. Best News Story (may include sports, weather, etc.)
5. Best Sports Program—not play-by-play
6. Best Sports Play-By-Play (5 minutes)
7. Best News Weather Segment (from newscast entry)
8. Best Sports Segment (from newscast entry)
9. Best Investigative Report
10. Best Spot News Story
11. Best Feature News Story
12. Best News Photographer (5 minutes)
13. Best Anchor (Must be taken from designated day)
14. Best Continuing Coverage (multiple reports over time)
15. Best Breaking News (multiple reports same day)
16. Best Reporter (5 minute compilation over opening & closing dates)

### DIVISION B: LOCAL COMMERCIAL PRODUCTION

1. Best Commercial - Single :15
2. Best Commercial - Single :30
3. Best Commercial Produced by an Idaho Ad Agency—:30 or :15
4. Best Public Service Announcement

### DIVISION D: PROMOTION

1. Best Station Promotion
2. Best Station Website

## Radio Station Categories

(No Maximum number of entries)

### DIVISION A: NEWS AND PUBLIC AFFAIRS

1. Best Local Newscast (Must be taken from designated day)
2. Best News Story
3. Best Sports Program—not play-by-play (5 minutes)
4. Best Sports Play-By-Play (5 minutes)
5. Best Sports Talk (5minutes)
6. Best Charitable Fundraiser

### DIVISION B: LOCAL COMMERCIAL PRODUCTION

1. Best Commercial - Single :30
2. Best Commercial - Single :60
3. Best Commercial Produced by an Idaho Ad Agency—:30 or :60
4. Best Public Service Announcement

### DIVISION C: ENTERTAINMENT PROGRAMMING

1. Best Personality—Non Morning Show (A 5 minute compilation of your best work between May 14, 2016 and May 12, 2017)
2. Best Morning Radio Show (5 minutes compilation from the same day as the news entries)
3. Best Talk Show (A 5 minute compilation of your best work between May 14, 2016 and May 12, 2017)

### DIVISION D: PROMOTION

1. Best Station Promotion
2. Best Station Website