



Kentucky Broadcasters Association Impact Broadcast Awards

2020 Contest Rules

Entries for the 2020 KBA Impact Broadcast Awards, sponsored by the Kentucky Broadcasters Association, will be submitted using an online platform accessible at <https://betternewspapercontest.com>. Below are instructions for submitting entries. Contest information and rules can be found at <https://www.kba.org/impact-broadcast-awards>. If you have questions, please contact Becky Day at becky@kba.org or 209-552-6541.

DEADLINE

Entries must be submitted by Monday, March 29, 2021, 11:59 p.m. Central.

PASSWORD

Temporary password: **Contest1**

- If this is the first time your station has logged into the system for this year's contest, you must select one contact who will serve as the primary person for submitting entries. That person is the "Contestant Manager." He or she must be the first person to log in for your station. After the Contestant Manager submits two entries, this person will be able to designate additional people who will be able to enter on behalf of your organization. Those people will be called "Authorized Entrants."



- Visit <https://www.kba.org/impact-broadcast-awards> and click the “SUBMIT ENTRIES HERE” button or visit <https://betternewspapercontest.com/login>. and select 2020 Kentucky KBA Impact Awards
- The temporary password is **Contest1** (case sensitive).
- Step-by-step entry instructions for the Contestant Manager and authorized entrants are here: <http://betterbncsupport.com>.
- **IMPORTANT NOTE ON PASSWORDS:** Entries preferably will not be behind a paywall or password-protected area. If they must be, provide username/password info in the Comments section of your entry. Test that the login works from a computer outside your office. **Judges may disqualify an entry if work samples are not accessible.**
- For problems logging in, contact Becky Day at becky@kba.org. Do not use the “contact us” link on the online platform.

SUBMISSIONS

- KBA member news organizations are eligible to enter the contest. All entries must have been aired or posted in 2020.
- No more than three names may be included per entry. If more than three people are involved in producing the work the award will be presented to the news organization. Please do NOT enter “staff”, “news team”, or “news organization” for the credit name. Please either enter names or leave this blank.
- There is a 15-minute limit for entries, with editing permitted to meet time limit, with the exception of a 30-minute time limit for newscast entries or if otherwise noted in rules for a specific category.
- First, second and third place awards will be given in all categories.



- All entries will be judged, but it is the judge's discretion whether to name a winner when there is only one entry in a category.
- There is no limit to the number of entries that can be made in each category unless otherwise noted.

DIVISIONS

TV I: Louisville and Lexington.

TV II: All other markets.

Radio: All stations compete regardless of market size.

ENTRY FEES

TV: \$30 per entry

Radio: \$16 per entry

Entry fees must be paid by credit card at <https://kentuckybroadcastersassociation.growthzoneapp.com/ap/Events/Register/ZrnXboP>.
Entry fees must be paid by the contest deadline date/time.

CATEGORIES

TELEVISION

OVERALL EXCELLENCE: An entry must showcase excellence of the overall news operation by presenting various examples of outstanding coverage that includes enterprise in everyday reporting, breaking news, continuing coverage, and specialty reporting throughout the year. Entry length may not exceed 30 minutes.



DAYTIME NEWSCAST: An entry must consist of two morning or early afternoon (before 3 p.m.) regularly scheduled newscasts from any two different days of the station's choice. All newscast entries must have been produced by the regular news staff. Commercial breaks must be removed but no other editing is permitted.

EVENING NEWSCAST: An entry must consist of two evening (any time after 3 p.m.) regularly scheduled newscasts from any two different days of the station's choice. All newscast entries must have been produced by the regular news staff. Commercial breaks must be removed but no other editing is permitted.

BREAKING NEWS: A single, specific, unscheduled, unanticipated news event requiring immediate response from the news department.

CONTINUING COVERAGE: Coverage of a major developing story over an extended period of time. Entries should reflect how a particular story was advanced throughout the coverage.

SPECIAL SERIES: Two or more reports that focus on a single topic or issue that goes beyond daily news reporting.

NEWS SPECIAL/DOCUMENTARY: A single, serious, compelling program that documents or analyzes events, people, places, social conditions, lifestyles, political situations, etc. Entry may not exceed 60 minutes.

INVESTIGATIVE REPORTING: Either a single in-depth investigative story or a series of reports on a topic of some controversy, utilizing new or previously unaired information that would otherwise not have reached the public. Judges will consider the quality of investigation and research and the significance of the subject matter to the community as well as the final production.

ENTERPRISE REPORTING: An enterprising story that spotlights a person, place, thing or issue. Through strong storytelling, the story allows viewers to connect and have a greater understanding. Not to exceed 10 minutes.

FEATURE REPORTING: A specialized story spotlighting a person, place or thing not necessarily related to current news events, with strong human interest and emotional appeal. Not to exceed 10 minutes.

PUBLIC AFFAIRS: An informative piece about an issue of interest and importance to the community, presented by the station as a public service, and addressing such concerns as fire prevention, weather warnings, health issues, water safety, etc. Stations may submit any number of entries. Caution: Not the same as a Feature.



POLITICAL COVERAGE: A composite of stories on political, civil, and governmental topics. Not to exceed 10 minutes.

SPORTS FEATURE: A single story or one segment of a multi-part series.

SPORTS SPECIAL: A show on a sports topic produced live or taped outside of a regularly scheduled sportscast. Must be locally produced.

SPORTS PREP SHOW: A special report on high school games compiled by teams of reporters and videographers.

NEWS VIDEOGRAPHY: Entries should demonstrate the ability of the videographer to tell a story with a solid beginning, middle, and end about a single news event. Judges will look for composition, editing, etc. No composites; one story per entry.

FEATURE | SPORTS VIDEOGRAPHY: A single story of any kind, judged strictly from a photo point-of-view. No composites; one story per entry. Judges will look for creativity, imagination and originality, as well as technical expertise. No composites; one story per entry.

NEWS PROMOTION: Entries should demonstrate excellence in promotion of a particular story or series of stories which may include sports, weather, and/or franchises.

BEST DIGITAL COVERAGE: By submitting links to five online stories and/or social media posts, journalists showcase their work in telling stories online. The emphasis in judging is placed on the text, still images, video, audio, and graphics used to enhance storytelling on digital platforms.

BEST MULTIMEDIA REPORTER: Multimedia reporters must submit their composite of work, not to exceed 10 minutes. Entries should demonstrate the multimedia reporter's ability to report, shoot video, and edit video entirely on their own while telling stories that are clear, concise and informative. Judges will consider writing and language skills as well as production ability.

TV REPORTER: TV reporters are to submit a composite tape of their work, not to exceed 10 minutes. Entries should demonstrate the reporter's ability to gather the news and give a clear, concise, on-the-air report. Judges will consider writing and language skills as well as production ability.

BEST PRODUCER: By submitting a composite of work, not to exceed 30 minutes, producers should showcase their ability to enhance storytelling through originality and



the use of strong writing, graphics, showcasing, teasing and presentation of the day's news.

NEWS ANCHOR: A composite of live work by a news anchor. Not to exceed 10 minutes.

TV EDITOR: TV editors are to submit a composite tape of their work, not to exceed 10 minutes. All content must have aired as part of news, weather or sports content.

NEWS VIDEOGRAPHER: A composite of work, not to exceed 10 minutes. Judges will look for variety, use of color and natural sound, framing, lighting, pacing, editing, etc.

WEATHER ANCHOR: A composite of live work by a weather anchor or talk show host. Not to exceed 10 minutes.

SPORTSCASTER: A composite of live or taped work by any sports anchor, reporter, and or talk show host. Not to exceed 10 minutes.

RADIO

OVERALL EXCELLENCE: An entry must showcase excellence of the overall news operation by presenting various examples of outstanding coverage that includes enterprise in everyday reporting, breaking news, continuing coverage, and specialty reporting throughout the year. Entry length may not exceed 30 minutes.

SHORT SERIOUS NEWS FEATURE: An enterprising story that spotlights a person, place, thing or issue. Through strong storytelling, the story allows listeners to connect and have a greater understanding. Up to 2 minutes in length.

LONG SERIOUS NEWS FEATURE: An enterprising story that spotlights a person, place, thing or issue. Through strong storytelling, the story allows listeners to connect and have a greater understanding. Up to 10 minutes in length.

SHORT LIGHT NEWS FEATURE: A specialized story spotlighting a person, place or thing not necessarily related to current news events, with strong human interest and emotional appeal. Up to 2 minutes in length.

LONG LIGHT NEWS FEATURE: A specialized story spotlighting a person, place or thing not necessarily related to current news events, with strong human interest and emotional appeal. Up to 10 minutes in length.



SPORTS FEATURE / SPECIAL: A single story or one segment of a multi-part series. Up to 10 minutes in length.

SPORTS REPORTING: Choose one of the following:

- Two sportscasts from different days, selected by the station
- Single special program that was aired outside the regular newscast
- Series of up to three reports about a single sporting event, personality or issue. No play-by-play.

SHORT PUBLIC AFFAIRS: Can be a regularly scheduled program, a documentary or a series of stories to raise public awareness of an issue for public good (e.g. United Way, voter registration, etc.). Up to 2 minutes.

LONG PUBLIC AFFAIRS: Can be a regularly scheduled program, a documentary or a series of stories to raise public awareness of an issue for public good (e.g. United Way, voter registration, etc.). Up to 10 minutes

POLITICAL COVERAGE: A composite of stories on political, civil, and governmental topics. Not to exceed 10 minutes.

INVESTIGATIVE REPORTING: Either a single in-depth investigative story, or a series of reports on a topic of some controversy, utilizing new or previously unaired information which would otherwise not have reached the public. Judges will consider the quality of investigation and research and the significance of the subject matter to the community as well as the final production. Up to 10 minutes.

ENTERPRISE REPORTING: An enterprising story that spotlights a person, place, thing or issue. Through strong storytelling, the story allows viewers to connect and have a greater understanding. Not to exceed 10 minutes.

SPECIAL SERIES/DOCUMENTARY: Choose one:

- Series: Two or more reports on a single topic.
- Documentary: A single, serious, compelling story that documents or analyzes events, people, places, social conditions, lifestyles, political situations, etc.

CONTINUING COVERAGE: Coverage of a major developing story over an extended period of time. Entries should reflect how a particular was advanced throughout the coverage.

BREAKING NEWS: A single, specific, unscheduled, unanticipated news event requiring immediate response from the news department.



USE OF SOUND: Any story that uses natural sound to enhance a news item. Up to 5 minutes.

DIGITAL COVERAGE: By submitting links to five online stories and/or social media posts, journalists showcase their work in telling stories online. The emphasis in judging is placed on the text, still images, video, audio, and graphics used to enhance storytelling on digital platforms.

LONG NEWSCAST: An entry must consist of two newscasts, up to 10 minutes each, selected by the station. All newscast entries must have been produced by the regular news staff and must be submitted exactly as broadcast.

SHORT NEWSCAST: An entry must consist of two newscasts, up to 5 minutes each, selected by the station. All newscast entries must have been produced by the regular news staff and must be submitted exactly as broadcast.

RADIO ANCHOR: A composite of live work by a radio anchor. Not to exceed 10 minutes.

RADIO REPORTER: A composite of work, not to exceed 10 minutes. Entries should demonstrate the reporter's ability to gather the news and give a clear, concise, on the air report. Judges will consider writing and language skills as well as production ability.

SPECIAL AWARD

FREEDOM OF INFORMATION AWARD: This award is sponsored by The Associated Press and is presented for a distinguished contribution to freedom of the press. Entries can be either television or radio work that will exemplify the spirit and intent of the First Amendment and should demonstrate the news organization's ability to fulfill its public service role and to overcome obstacles in gathering information. The recipient committed all necessary resources to overcome obstacles on behalf of the unrestricted flow of information vital to free society. By so doing, the recipient has served the public and has honored journalism.

You are encouraged to nominate your own news organization, or another news organization whose work is visible to you, for the Freedom of Information Award. The award will be presented to an individual or news organization that made a major contribution during the past year on behalf of the First Amendment or Freedom of Information.

If your news organization or an individual was engaged during the past year in



an effort to advance or protect the First Amendment concerns of the media and the public or waged a battle on behalf of Freedom of Information, please attach a letter outlining the details with your entries for the judges to consider.