

## CONTEST RULES

All entries must have been broadcast between February 7, 2009 and February 5, 2010.

Please submit entry forms ***in duplicate***.  
(One copy for judge and one for PAB).

Fees must accompany entries. Stations with multiple entries should include all fees in one payment.

**ENTRY DEADLINE**  
**FEBRUARY 12, 2010**

to:

**PAB AWARDS COMMITTEE**  
8501 Paxton Street  
Hummelstown, PA 17036

Each radio entry should be submitted on a CD. Each television entry should be submitted on a VHS cassette or DVD.

Awards will be presented on Monday, May 3, 2010 at the Hershey Awards Luncheon at Hotel Hershey.

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***Judging will be done by  
broadcasting peers outside  
the state of Pennsylvania***

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PENNSYLVANIA ASSOCIATION OF BROADCASTERS



UPDATED

AWARDS COMPETITION

...SEE INSIDE FOR DETAILS!

ENTRY DEADLINE:

**FEBRUARY 12, 2010**



## OUTSTANDING RADIO

## CALL FOR ENTRIES

## OUTSTANDING TV

**RED GROUP** - Philadelphia and Pittsburgh stations only. Fee is \$50 per entry.

**BLUE GROUP** - Erie, Harrisburg/Lancaster/York, Johnstown/Altoona and Wilkes Barre/Scranton radio stations. Fee is \$35 per entry.

**GREEN GROUP** - All other radio stations. Fee is \$25 per entry.

**CATEGORY R-1**  
Outstanding **RADIO WEBSITE** - judged on visual impact, creativity and ease of navigation.

**CATEGORY R-2**  
Outstanding **RADIO PROMOTIONAL ANNOUNCEMENT/CONTEST** produced by or on behalf of a station. Entries may include contests/events/announcements used in station promotion.

**CATEGORY R-3**  
Outstanding **RADIO PUBLIC SERVICE ANNOUNCEMENT/CAMPAIGN** produced by a radio station.

**CATEGORY R-4**  
Outstanding **RADIO FEATURE STORY/REPORT/SERIES** entries not to exceed 15 minutes in length.

**CATEGORY R-5**  
Outstanding **RADIO PUBLIC AFFAIRS PROGRAM/PROGRAM SERIES** produced by a radio station.

**CATEGORY R-6**  
Outstanding **LOCAL RADIO NEWSCAST**. Entry to include up to three complete newscasts. Entry not to exceed 30 minutes.

**CATEGORY R-7**  
Outstanding **RADIO COMMERCIAL** produced on behalf of an advertiser by a radio station. Up to one minute in length.

**CATEGORY R-8**  
Outstanding **RADIO COVERAGE OF A LOCAL SPORTING EVENT**. Five minute excerpt of play-by-play or similar sporting event.

**CATEGORY R-9**  
Outstanding **LOCAL RADIO PERSONALITY/TEAM** entries not to exceed 15 minutes in length.

**CATEGORY R-10**  
Outstanding locally produced Radio program/program series **DESIGNED FOR CHILDREN**.

The Pennsylvania Association of Broadcasters is conducting its 2010 program for

### **AWARDS OF EXCELLENCE** in Broadcasting

This competition encourages professional performance among radio and television stations in our state.

All stations in the state are urged to submit entries.

- Increase your station's reputation and credibility by winning a PAB award.
- Enhance employee pride.
- Use the award as a sales tool.
- Reward staff creativity.

## DEADLINE FOR ENTRIES FEBRUARY 12, 2010

Separate competitive classifications. Stations compete only with others in the same color group.

**Please submit entry forms in duplicate.**

**Please use enclosed labels on submitted entries.**

**RED GROUP** - Philadelphia and Pittsburgh stations only. Fee is \$50 per entry.

**BLUE GROUP** - All other TV stations. Fee is \$35 per entry.

**CATEGORY T-1**  
Outstanding **TELEVISION WEBSITE** - judged on visual impact, creativity and ease of navigation.

**CATEGORY T-2**  
Outstanding **TELEVISION PROMOTIONAL ANNOUNCEMENT/SERIES** produced by and on behalf of a station.

**CATEGORY T-3**  
Outstanding **TELEVISION PUBLIC SERVICE ANNOUNCEMENT/CAMPAIGN** produced by a station.

**CATEGORY T-4**  
Outstanding **TELEVISION FEATURE STORY/REPORT/SERIES** entries not to exceed 15 minutes in length.

**CATEGORY T-5**  
Outstanding **TELEVISION PUBLIC AFFAIRS PROGRAM/PROGRAM SERIES** produced by a station.

**CATEGORY T-6**  
Outstanding **TELEVISION SPOT NEWS** coverage. Maximum three story sampling. Entry not to exceed 30 minutes. Because coverage of **SPOT NEWS** can be lengthy, editing with explanation is permissible to conform to entry requirement.

**CATEGORY T-7**  
Outstanding **TELEVISION BREAKING NEWS REPORT** produced by a station. Entry not to exceed 30 minutes.

**CATEGORY T-8**  
Outstanding **TELEVISION COVERAGE OF A LOCAL SPORTING EVENT**. Five minute excerpt of play-by-play or similar sporting event.

**CATEGORY T-9**  
Outstanding **DOCUMENTARY PROGRAM** produced by a station.

**CATEGORY T-10**  
Outstanding locally produced Television program/program series **DESIGNED FOR CHILDREN**.