



55th Annual

GABBY AWARDS

August 5th, 2017

Jekyll Island Convention Center

Call for Entries

January 17th, 2017 - March 13th, 2017



2017 GABBY AWARDS – TELEVISION CRITERIA & CATEGORIES

Call for entries will go out Tuesday, January 17, 2017. Entry deadline will be Monday, March 13, 2017. The 2017 GABBY Awards will take place on August 5th at Jekyll Island as part of GABCON 2017.

GENERAL INFORMATION

Television Awards will be presented in two categories: Division A (Large Market) and Division AA (Mid/Small Markets).

For purposes of the 2017 GABBY Awards, Division A will consist of all stations located within the Atlanta DMA. Division AA will consist of the remaining markets in the state.

Only stations in good standing with their GAB membership may submit entries. Please contact our office at 770-395-7200 if you have questions regarding your membership status.

All entries must be locally produced by station personnel or independent producers used by the station, and must have aired on the station between January 1 and December 31 of 2016.

Entries may only be submitted to one category.

Composite vignettes may be used as a representative entry where appropriate. All entries must be submitted by 11:59pm on Monday, March 13th, 2017.

GAB has contracted BetterBNC to host the submission portal. All entries must be submitted using a DROPBOX link or URL for Digital Platform submissions. Please make sure that your links are publically visible prior to submission.

There is NO CHARGE to submit entries.

If you have questions about this year's entry process or categories, please contact the GAB office at 770-395-7200.

GENERAL ENTRY INFORMATION

Along with your official entry you are encouraged to select a :15 to :20 second snippet of your entry that will be played at the award show should your entry win in the category. When you submit this additional DROPBOX link please add "snippet" to the title.

Please add your current logo as an a/attachment to at least one of your entries. This will ensure that your logo is current during the awards dinner presentation.

You may list up to three individuals most responsible for the total production.



2017 Updates & Changes

REMINDER: BROADCASTER OF THE YEAR

This award is given to the individual who has displayed the most outstanding record of civic achievement and public service, and has contributed significantly to the broadcast profession. This award is not specific to 2016 and is awarded based on career performance. The entry should include a photo of the nominee, up to five supportive letters, and a written description of no more than 1000 words.

ENTRY "SNIPPET"

Along with your official entry you are encouraged to select a :15 to :20 second snippet of your entry that will be played at the award show should your entry win in the category. When you submit this additional DROPBOX link please add "snippet" to the title.

STATION LOGOS

Please add your current logo as an a/attachment to at least one of your entries. This will ensure that your logo is current during the awards dinner presentation.

AWARD RECOGNITIONS

You may list up to three individuals most responsible for the total production.

CATEGORIES

This year we have added and updated several of the categories for both radio and television. Please see the category description pages for complete details. Listed below are the new categories.

RADIO & TELEVISION

Best Use Of Digital Platforms (award for each): Website, Social Media, Apps.
Best 2016 Election Coverage
Best News Reporter

NARRATIVES

Brief written narratives are to be included with: BEST ON-AIR PERSONALITY, COMMUNITY SERVICE AWARD, RADIO/TV STATION OF THE YEAR & RADIO/TV BROADCASTER OF THE YEAR.

JUDGING

To insure objectivity, judging is conducted by a panel of broadcast experts from outside the state of Georgia. They will evaluate all entries based on the criteria listed in the "Awards Categories" section. Judges will likely select a first place winner in each category but are under no obligation to do so and may choose to award no prize in a category. There will only be one winner in each category. Judges may choose to recognize other outstanding work in a category with a "Judges Award of Merit." If the judges think an entry was submitted in the wrong category, they may move it to the proper category. The decision of the judges will be final.



HOW TO ENTER

BETTER BNC INSTRUCTIONS FOR 2017 GABBY AWARDS

Below are directions for preparing and submitting entries. If you have questions, please contact Luke Story at (770) 395-7200, or lstory@gab.org with the subject line: 2017 GABBY Awards.

You may also log in with your information from last year. If you do not remember your username and password please contact the GAB office and we will email it to you.

IMPORTANT: BetterBNC is optimized for the Google Chrome browser; and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

1. Login

- a. Go to <https://betternewspapercontest.com/gabbyawards17>
- b. Click ENTER CONTEST HERE or LOGIN TO THIS CONTEST (top right).
- c. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select Contestant Manager.
NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
 - ii. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.
- d. Contestant Manager and Authorized Entrant:
 - i. Select the appropriate Station.
 - ii. (Authorized Entrant only) Enter your email address.
 - iii. **If you have an existing account from previous years you can use the same login information.**
 - iv. **If this is your first time logging in enter the temporary Password: bnc (lower case),** and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.



2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field.
- f. Add entry content (may vary by category):
 - ï To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please keep file sizes under 5mb, to aid judges in accessing entry content.
 - ï To add web/audio/video content, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process.
 - ï IMPORTANT: Please ensure that items are not behind a password-protected area. Judges may disqualify your entry if work samples are inaccessible.
- g. Add Credits for each person responsible for the entry content.
- h. Add Comments (if available), but keep them brief (e.g. 100 words).



2017 TELEVISION CATEGORIES

BEST NEWSCAST OR NEWS STORY

This category reflects the best regularly scheduled newscast or spot news coverage entry aired by the station between January 1 and December 31, 2016. Judges will consider writing, production, use of graphics, use of sound and compelling delivery.

BEST NEWS REPORTER

This category reflects the best local on-air reporter broadcasting predominantly to a Georgia audience. Judges will consider writing, production, use of graphics, use of sound and compelling delivery.

Submission: Submit a video montage representative of the entrant's on-air performance.

BEST FEATURE STORY OR SERIES

This category covers feature stories or series aired by the station. Judges will consider writing, production, use of sound, pictures and graphics, and compelling delivery. Entry must not exceed 10 minutes.

BEST LOCALLY PRODUCED PROGRAM (NON NEWS OR SPORTS)

This category covers locally produced programs on the station outside of news and sports coverage. Judges will consider writing, use of sound, pictures and graphics, and compelling delivery.

BEST SPORTSCAST OR SPORTS SERIES

This category requires submission of your best regularly scheduled sports cast or sports series. Judges will consider writing, production, use of sound, pictures and graphics, and compelling delivery.

BEST SPORTS PLAY BY PLAY BROADCAST

This category will recognize the best sports play by play. Entries may be of a one-time event or from a regular scheduled series of sports events. Judges will consider compelling delivery, production quality, and informative nature of the submission relative to the event covered.

BEST WEATHER COVERAGE

This category will recognize the most outstanding television weather coverage broadcast predominantly to a Georgia audience. Judges will consider compelling delivery, use of technology, and usefulness of the forecast to the audience.

BEST 2016 ELECTION COVERAGE

This category will recognize the most outstanding television coverage of and during the 2016 Election season. Judges will consider writing, production, use of sound, pictures, graphics, and compelling delivery.



BEST STATION PRODUCED COMMERCIAL, PSA, OR PROMOTIONAL SPOT

This category will recognize the best short-form “spot,” either a commercial, public service announcement, or promotional announcement for the station. Judges will consider original writing, production, pictures, graphics and compelling delivery.

BEST USE OF DIGITAL PLATFORMS: Website

This category recognizes a station's innovative use of new technology for websites. Criteria include the level of innovation involved, how the innovation expands the station's audience, and overall quality.

Submission: submit URLs, examples of ways in which website was promoted and its metrics. NO SCREENSHOTS.

BEST USE OF DIGITAL PLATFORMS: Social Media

This category recognizes a station's innovative use of new technology for social media. Criteria include the level of innovation involved, how the innovation expands the station's audience, and overall quality.

Submission: submit ways in which social media was used to promote the station and its metrics. Includes: Facebook, Facebook Live, Snapchat, Instagram, Twitter, etc.

BEST USE OF DIGITAL PLATFORMS: Apps

This category recognizes a station's innovative use of new technology for apps. Criteria include the level of innovation involved, how the innovation expands the station's audience, and overall quality.

Submission: submit ways in which station promoted the app(s) and its metrics.

BEST ON-AIR PERSONALITY

This category will recognize the best Georgia-based on-air talent. Nominated talent must be a station employee or contract employee aired on the submitting station. Judges will consider entertainment value, compelling delivery, and community involvement of the talent.

COMMUNITY SERVICE AWARD

The GABBY Community Service Award for TV will recognize outstanding performance by a station through on-air campaigns and promotions, on air public service announcement/ commitment, special events, and community fundraising efforts.

TV STATION OF THE YEAR

This award is given to the Georgia TV station judged to be best given the quality of the station's program service, community involvement, and professional involvement in GAB and other industry initiatives. Entry should include an audio or video presentation of no more than 10 minutes and a written description of no more than 800 words.