2021 PRESTIGE AWARDS
Excellence in Broadcasting

CATEGORIES & CRITERIA

#WeAreBroadcasters

- Entries open December 16, 2020 through RockOurAwards.com
- Entry deadline is February 3, 2021
- Event details are to be determined; it will either be virtual or moved to the Summer or Fall of 2021
- Sponsored by the Louisiana Association of Broadcasters
The Prestige Awards are sponsored annually by the Louisiana Association of Broadcasters to recognize outstanding achievements by Louisiana radio and television broadcasters. This competition was established to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize – peer recognition – to members of the broadcast industry in Louisiana.

**ELIGIBILITY**
The Prestige Awards is open to LAB member stations which have a primary audience in Louisiana. Entries must have been produced and broadcast during the period from January 1, 2020 to December 31, 2020. Entries must be totally created and produced by the station. Material produced with outside advertising or production agency assistance is not eligible. Entries are limited to one per station in each of the categories. An entry can only be entered in one category.

*LAB Member stations must be in good standing and have paid their 2021 dues.*

*All entries must have :30 second video with sound for the award presentation. If your submission doesn’t have this, your submission will be disqualified.*

**ENTRY FEE**
There is no entry fee to participate in this contest.

**LIABILITY**
If it is determined an entry is not fully locally produced and/or is entered with false documentation, the station and ownership of that station will not be permitted to submit for that award for a period of two years. As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the LAB Prestige Awards will be settled by the Executive Staff of the LAB and, if deemed necessary by the Executive Staff, in consultation with the LAB Awards Committee. Their decisions will be final.

**AWARDS**
Winning entries will be announced at the LAB Prestige Awards.

Hall of Fame winners will also be presented, along with the winners of the LAB Student Broadcast Scholarship and the Carley Ann McCord Scholarship.

**JUDGING**
To insure objectivity, judging is conducted by a panel of broadcast experts from **outside the state of Louisiana.** They will evaluate all entries based on the criteria listed in the “Awards Categories” sections on the following pages. There will be one winner in each category. 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.

**AWARDS MARKETS**

| TELEVISION | Large Market | Baton Rouge, Lafayette, New Orleans/Metairie, Shreveport/Bossier City |
| Large Market | All others |
| Small Market | All others |

| RADIO | Large Market | Baton Rouge, Lafayette, New Orleans/Metairie, Shreveport/Bossier City |
| Large Market | All others |
| Small Market | All others |

All awards are recognized in each market, with the exception of the “Best of the Best” awards.
HOW TO ENTER
Below are directions for preparing and submitting entries. If you have questions, please call the LAB office at (225) 267-4522

CONTENT GUIDELINES
1.) Go to www.rockourawards.com
   Create your account in seconds.

2.) Click “Submit Entry” from your station page and fill in the blanks.

3.) Acceptable file types for entries include:
   .mp3, .mp4, .avi, .mov, .wmv, .doc, .pdf, .png, and .jpg

4.) Video entries must use a link from YouTube, Vimeo or other video hosting sites.
   Audio: Upload to RockOurAwards.com
   Video: www.vimeo.com
   www.youtube.com or other hosting site

Important: Check URL’s to make sure they are correct, and they work. If password protected, you must provide username/password in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.

Time, place, and date of the event are to be determined. The event will either be a virtual event or moved to the Summer or Fall of 2021. We should know more in soon and will keep you all updated.

ENTRY DEADLINES
Entries must be submitted electronically through the RockOurAwards.com website no later than 5:00 pm on Wednesday, February 3, 2021.
HALL OF FAME
Honors retired or posthumously individuals who, in the opinion of the LAB Hall of Fame Committee, were pioneers of the industry and made significant, revolutionary contributions to the growth and development of broadcasting and their community in Louisiana. HOF is bestowed upon individuals in all aspects of the broadcast industry; ownership, production, management, engineering, news, sales, promotion, on-air talent, creative services or associated professional fields. Nominees must have a Louisiana background by birth, residence or employment. The LAB Hall of Fame Committee will judge and select inductees. For entry specifics, review the HOF document on our website, www.broadcasters.org
Entry should not exceed five (5) minutes, must include one picture with written narrative answering all 5 criteria points from HOF document for judging AND a :30 second video with sound for the award presentation.

YOUNG PROFESSIONAL OF THE YEAR
Recognizes young broadcasters who have made a significant impact on his/her stations and communities. Nominee must be under the age of 40 at the time of their nomination and must have spent a minimum of two years at a radio or TV station in Louisiana. Judging will be based on contributions to the industry, spirit of innovation and community involvement. Entry should not exceed five (5) minutes, must include one picture of nominee with written narrative for judging AND a :30 second video with sound for the award presentation.

BROADCASTER OF THE YEAR
Presented to an owner or general/station manager representing a LAB member station who has, in the opinion of the judges, provided significant contributions and service to the broadcast industry, and who has displayed the most outstanding record of civic achievement and public service during the period including January 1, 2020 – December 31, 2020. Entries will be judged on such things as service on government or civic councils; worthy projects aiding the community (parish and state); heroic acts or sacrifices; other examples of good citizenship, as well as, the overall public service of the individual’s station; and contributions to the LAB. Entry should not exceed five (5) minutes, must include one picture of nominee with written narrative for judging AND a :30 second video with sound for the award presentation.
Broadcast Engineer of the Year
Presented to an individual who is recognized for excellence and innovation in broadcast engineering for a Louisiana television or radio station. Criteria include development of new technology, leadership in education and contributions to broadcast engineering technical standards. **Entry should not exceed five (5) minutes, must include one picture of engineer with written narrative for judging AND a :30 second video with sound for the award presentation.**

TV Lifetime Achievement
Presented to an individual television broadcaster who, in the opinion of the judges, is deserving of recognition for outstanding service and achievement, during his or her lifetime, in the broadcast field. This award may be presented to a current employee, owner, or manager of a LAB member station, with 25 years or more of service to the broadcast industry. **Entry should not exceed five (5) minutes, must include one picture of nominee with written narrative for judging AND a :30 second video with sound for the award presentation.**

Radio Lifetime Achievement
Presented to an individual radio broadcaster who, in the opinion of the judges, is deserving of recognition for outstanding service and achievement, during his or her lifetime, in the broadcast field. This award may be presented to a current employee, owner, or manager of a LAB member station, with 25 years or more of service to the broadcast industry. **Entry should not exceed five (5) minutes, must include one picture of nominee with written narrative for judging AND a :30 second video with sound for the award presentation.**

TV Student Broadcaster of the Year
Presented to the high school, undergraduate and/or graduate student, as long as he/she is enrolled full-time in a Louisiana university, community college or high school during the current school year (2020/2021). All material submitted must be the work of the student. Produced and aired on broadcast, cable or web cast during the current school year or the preceding spring semester. **Entry should not exceed five (5) minutes, must include one picture of student nominee with written narrative for judging AND a :30 second video with sound for the award presentation.**

Radio Student Broadcaster of the Year
Presented to the high school, undergraduate and/or graduate student, as long as he/she is enrolled full-time in a Louisiana university, community college or high school during the current school year (2020/2021). All material submitted must be the work of the student. Produced and aired on broadcast, cable or web cast during the current school year or the preceding spring semester. **Entry should not exceed five (5) minutes, must include one picture of student nominee with written narrative for judging AND a :30 second video with sound for the award presentation.**
**BEST PODCAST**
Recognizes the best use of valuable content and audience engagement through podcasting. The podcast host/hosts presents quality entertainment and information that is produced and gives their audience a feeling of being engaged in the content. Criteria include delivery of content, flow of the structure, quality of host/hosts and audience engagement. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**BEST USE OF DIGITAL MEDIA**
Recognizes the best use of Facebook or Facebook Live, Twitter or Live Tweeting, Instagram or IGVideo and other digital outreach tools by a station to connect with their audience and inform the public. Criteria include user frequency, relevant and innovative content, user engagement and authentic audio/visuals. Submission should include URLs to relevant social media accounts. Video must include narrating of social media use and campaigns. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**BEST ELECTION COVERAGE**
Presented to the station with the best election coverage during the November/December 2020 elections. This entry will be judged on the overall presentation, production value and depth of coverage. **Entry must be a compilation of local election coverage up to five (5) minutes AND a :30 second video with sound for the award presentation.**

**BEST INTERVIEW**
Recognizes the best interview or series of interviews. Criteria include quality of questions, rapport with interview subject and production quality. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**BEST LIVE ON-SITE REMOTE**
Recognizes the state’s best single or series of announcements made directly from a live, on-site broadcast. Criteria include information value, entertainment value and production. **Entry should not exceed five (5) minutes and include a video broadcast from client location, a station event or unscheduled on-scene news report. Include a :30 second video with sound for the award presentation.**

**BEST MORNING SHOW**
Recognizes the state’s best morning radio show. Criteria include entertainment value, creativity, production value, presentation and impact. Radio show members must be employed by the station entering the category at the time the program aired. No syndicated programs. **Air times MUST BE between 5am—10am. Entry should not exceed a five (5) minute montage video for judging AND a :30 second video with sound for the award presentation.**
**Best Radio Personality/Team**
Recognizes the most outstanding local on-air personality or team broadcasting predominantly to a Louisiana audience. Entrant(s) may be an individual(s) who is a part of a radio show team or any other on-air personality as long as the broadcast is part of a locally originated program. The entry must have been completely produced by the entrant’s station. Please submit an edited montage of day-to-day performances, commercials, promos and special event coverage. **Entry should not exceed a five (5) minute video for judging, written narrative supporting entry AND a :30 second video with sound for the award presentation.**

**Best Sports Show**
Recognizes the best locally originated and regularly scheduled sportscast. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and interest of stories presented. Entry must include three sports segments from three different days with no commercials. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**Community Service**
Presented to the best action or series of actions by a station that results in a positive impact on one’s community. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**Promotion of the Year**
Presented to the radio station with the single most effective, imaginative, creative and successful promotional campaign for the period including **January 1, 2020 - December 31, 2020.** This campaign may be in the area of public service, station promotions, commercial promotions or general promotions. **ONLY PROMOTIONS DEVELOPED AND PRODUCED BY THE STATIONS ARE ELIGIBLE. Entry should not exceed five (5) minutes AND a :30 second video with sound for the award presentation.**

**Station of the Year**
Presented to a LAB member radio station that best exemplifies the very highest standards and practices of this association and of broadcasting. The basis of judging will be the station’s overall achievement during the period including **January 1, 2020 - December 31, 2020.** All aspects of the station’s operation will be considered, including news, public/community service, station promotions, sales promotions, local programming, special efforts in other areas, cooperation with LAB, as well as any additional factors that set the station apart and distinguish it as Radio Station of the Year. **Entry should not exceed a five (5) minute montage video for judging AND a :30 second video with sound for the award presentation.**

**Uniquely Louisiana**
Recognizes the radio station with the best program highlighting the diversity of the people, places and things of Louisiana. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**
**BEST USE OF DIGITAL MEDIA**
Recognizes the best use of Facebook or Facebook Live, Twitter or Live Tweeting, Instagram or IGVideo and other digital outreach tools by a station to connect with their audience and inform the public. Criteria include user frequency, relevant and innovative content, user engagement and authentic audio/visuals. Submission should include URLs to relevant social media accounts. Video must include narrating of social media use and campaigns. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**BEST ELECTION COVERAGE**
Presented to the station with the best election coverage during the November/December 2020 elections. This entry will be judged based on the overall presentation, production value and depth of coverage. **Entry must be a compilation of up to five (5) minutes of local election coverage AND a :30 second video with sound for the award presentation.**

**BEST MORNING SHOW**
Recognizes the best morning show originally aired between 5am - 8am. Criteria include presentation of facts, teamwork, production values, interest of stories presented and overall impact of program. **Entry should include a five (5) minute montage video of snippets from different morning show airings for judging AND a :30 second video with sound for the award presentation.**

**BEST NEWSCAST**
Recognizes the best regularly scheduled news programs to a Louisiana audience. The program should have been designed for the local community. Criteria include content, performance, technical aspects, opening and style. It is highly recommended that you do not enter a show from a “breaking news” or “big news” day. Enter your best example of a normal newscast. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**BEST SERIES OR DOCUMENTARY**
Recognizes the best series of special reports on a single topic included in a regularly scheduled newscast or single documentary. Criteria include significance, resourcefulness, comprehensiveness, thoroughness of research and production value. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**
**Best Sports Show**
Recognizes the best locally originated and regularly scheduled sportscast. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and interest of stories presented. Entry must include three sports segments from three different days with no commercials. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**Best Weathercast**
Recognizes the best locally originated, regularly scheduled weather broadcast. Criteria include clear presentation of facts, thoroughness, delivery/communication skills and effective use of available technology. Entry must include three weather segments from three different days with no commercials. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for award presentation.**

**Breaking News**
Presented to the television station with the best “First Time Broadcast” of a live news event. Judges will be looking for criteria such as; using the scene to relate details of story, use of props and quality of live interviews. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for award presentation.**

**Community Service**
Presented to the best action or series of actions by a station that results in a positive impact on one’s community. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**Investigative Report**
Presented to the station with a single program or series (no more than three) on one subject. A single topic or event as covered by a reporter or reporting team. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**

**Multimedia Journalist of the Year**
Recognizes the hard work of an individual who produces much of his/her own work. A compilation clip of 3-5 events showing applicants best work. Criteria include creativity, continuity and technical production. **Entry should not exceed five (5) minutes for judging AND a :30 video with sound for award presentation.**

**Promotion of the Year**
Recognizes the television station with the single most effective, imaginative, creative and successful promotional campaign for the period including January 1, 2020 – December 31, 2020. This campaign may be in the area of public service, station promotions, commercial promotions or general promotions. **ONLY PROMOTIONS DEVELOPED AND PRODUCED BY THE STATIONS ARE ELIGIBLE. Entry should not exceed five (5) minutes for judging AND a :30 video with sound for award presentation.**
**Reporter of the Year**
Recognizes the best performance by an individual reporter of local news events or stories. Entry must have been developed for the local community. Submission should include a newscast and a narrative of supporting information that specifically correlates with the entry. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for award presentation.**

**Station of the Year**
Presented to a LAB member TV station that best exemplifies the very highest standards and practices of this association and of broadcasting. The basis of judging will be the station’s overall achievement during the period including **January 1, 2020 - December 31, 2020.** All aspects of the station’s operation will be considered, including news, public/community service, station promotions, sales promotions, local programming, special efforts in other areas, cooperation with LAB, as well as any additional factors that set the station apart and distinguish it as TV Station of the Year. **Entry should not exceed a five (5) minute montage video for judging AND a :30 second video with sound for the award presentation.**

**Uniquely Louisiana**
Recognizes the television station with the best program highlighting the diversity of the people, places and things of Louisiana. **Entry should not exceed five (5) minutes for judging AND a :30 second video with sound for the award presentation.**
**ADVICE FROM 2020 JUDGES**

1. Take time to edit a great video for judging, avoid pixelation and check links before submission.

2. Make sure that file names DO NOT have any (#) or (’). This makes files unreadable and therefore, disqualified from judging.

3. **Insure variety in your entries:**
   “Station of the Year” is always judged last. All entries viewed prior to this category give the judges a sense of your station’s programming, skills and talent. If most of the entries are about the same big news events, they do not get a full picture of your station’s capabilities.

4. Radio stations are highly suggested to add images to the voice/audio background to their entry, if no video is available to submit for a specific category.

5. “Best Use of Digital Media” includes usage of all platforms, not just website content. Incorporate snippets from how your station best uses each platform to connect to their audience.

6. All judges are from outside the state of Louisiana. Don’t assume they have the context for your entry. If your entry needs explanation, make sure you have a voice over introduction and/or a written introduction.