



2017 Pinnacle Awards

Sponsored by Pinnacle Bank and Nebraska Public Power District

This awards program was established in 1958 to recognize and encourage excellence in broadcasting and service to the community by Nebraska radio and television stations.

OFFICIAL RULES & ENTRY TIPS

ENTRY DATES:

April 19 through 5:00 P.M. Central, May 8, 2017

ENTRY COST: \$30.00 per entry. Student entries are FREE. **Entry fees must be paid with credit card at the end of each entry session (single entry or multiple entries). No other form of payment accepted. Entries are not considered complete until paid for.**

All entries must be paid for by 5:00 p.m. Central, May 8, 2017.
100% of all entry fees are donated to the NBA Foundation to fund student scholarships.

AWARDS: **GOLD:** 1st place plaque & \$150 check to winning station for one winner in each category (no checks for student entries). **SILVER:** 2nd place plaque. **BRONZE:** 3rd place plaque.

PINNACLE AWARDS BANQUET:

Wednesday, August 16, 2017

Embassy Suites, La Vista

ADVICE: Get familiar with the online entry process while the **website is open for entry “practice” from March 27 – April 10, 2017.** Once the official entry window opens, do not wait until the last day or two to submit your entries. Do not contact the NBA to complain if you are at deadline on May 8th and don't know how to navigate the website. We urge each station to assign ONE person to upload all entries to simplify the process. **See pages 6 & 7 for helpful tips & video tutorials!**

JUDGING: is done by broadcasters from another state. The number of awards actually given is at the judges' discretion. If judges deem no entries in any category represent “excellence,” no awards will be given.

USING THE “BEST IN MEDIA” ONLINE AWARDS SYSTEM:
Best in Media 2017 is even faster and easier to use. **Please refer to pages 6 & 7 for helpful tips and links to video tutorials to make your entry process easy.**

OFFICIAL RULES: *Rules apply to Radio, TV and College Student entries*

- 1) There are SEPARATE contests and awards for Radio stations, Television stations and College Student entries.
- 2) ONLY LOCALLY PRODUCED CONTENT CREATED AND AIRED BY LOCAL NBA MEMBER RADIO OR TELEVISION STATIONS OR ASSOCIATE MEMBERS ARE ELIGIBLE. Entries that appeared solely on a station website or station-affiliated website are **NOT** eligible.
- 3) ALL ENTRIES **MUST** HAVE AIRED ON A NBA MEMBER RADIO OR TELEVISION STATION IN GOOD STANDING **BETWEEN MAY 1, 2016 and March 31, 2017.** Any entries found to have aired outside of these dates will be disqualified and if having subsequently won an award, will be disqualified and award rescinded.
- 4) Programs and/or segments must be submitted in their entirety as they actually appeared over the air, excluding commercials, and **NOT** otherwise edited; (video and audio clips are limited to 30 minutes). You may NOT enter a highlighted, edited, “best moments” version of any program, whether sports or news or any other category, but can remove all commercials/promos within the program itself.
- 5) You may submit entries in as few as one or as many as all categories.
- 6) The same entry may not be submitted in more than one category.
- 7) Only entries that have aired on NBA member broadcast stations/platforms as noted are eligible.
- 8) Entries are not considered complete until paid for; payment deadline is 5:00 p.m. CDT, 5/8/2017.
- 9) Please follow the entry instructions you will find on www.bestinmedia.com

CATEGORIES:

1. SERVICE TO COMMUNITY (Max. 3 entries/station)

- Any public service program or program series developed to benefit the station's local listening or viewing audience.
- Any public service announcement or series of announcements devoted to serving the station's community.

2. SERVICE TO CHILDREN (Max. 3 entries/station)

- Any program or program series developed to serve the education and informational needs of children ages 16 or under.
- Any public service announcement, series of announcements or short subjects for the benefit of children in the local listening or viewing audience.

3. SERVICE TO BUSINESS, INDUSTRY, GOVERNMENT OR EDUCATION (Max. 3 entries /station)

- Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of any classification above.

4. SERVICE TO AGRICULTURE (Max. 5 entries/station)

- Any program, program series, public service announcement or series of public service announcements devoted to advancing the positive interest of agriculture.

5. BEST SPOT NEWS REPORTING (Max. 3 entries/station)

6. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES (Max. 3 entries/station)

7. BEST NEWSCAST

- Newscast may be edited to exclude commercials/promos. **Only one newscast that aired on Thursday February 23, 2017 can be submitted.**

8. BEST SPORTS PLAY-BY-PLAY (RADIO) / ON THE SCENE SPORTS REPORTING (TV) (Max. 3 entries/station, limit play by play to one game per entry.) Entries cannot be edited into a series of "best of" moments of a broadcast.

9. BEST IN-DEPTH SPORTS STORY OR SERIES (Max. 3 entries/station)

10. BEST SPORTSCAST

- Length of edited sportscast not to exceed 12 minutes. **Only one sportscast that aired on Thursday February 23, 2017 can be submitted.**

11. BEST COMMERCIAL (Limit 8 spots/station, & limit 3 campaigns of max. 3 spots/station)

- Best client commercial or campaign, 30 or 60 seconds in length.

12. PROMOTIONAL BEST (Limit 5 entries/station)

- Best promotional spot announcement or campaign to promote person, program or station event; written, produced & edited by station. Any length.

NEW CATEGORIES ADDED FOR 2017:

13. BEST CONTINUING COVERAGE OF A NEWS STORY (Limit 3 entries/station)

- Best coverage of a continually developing news story.

14. BEST ELECTION COVERAGE (Limit 3 entries/station)

- Best coverage from the 2016 General Election.

15. BEST USE OF MULTIMEDIA JOURNALISM – NEWS FOCUS (Limit 3 entries/station)

- Best coverage of a single news story using audio, video, online and social media elements.

16. BEST USE OF MULTIMEDIA JOURNALISM – ENTERTAINMENT FOCUS (Limit 3 entries/station)

- Best coverage of a single entertainment story using audio, video, online and social media elements.

17. BEST ONLINE-ONLY VIDEO PLAY BY PLAY *For the many NBA stations that create sports play-by-play broadcasts that air EXCLUSIVELY on the internet. (Limit 3 entries/station, one game per entry.)* Entries cannot be edited into a series of “best of” moments of a broadcast.

COLLEGE STUDENT CATEGORIES: Radio AND Television

Student category entries must have been created by students while enrolled either at a college with a Nebraska Broadcasters Association member station or an affiliated college program. Entries must have been broadcast on radio or television, or transmitted via a channel offered by a cable television provider.

1. **Public Service Announcement:** :60 or less. Single entry.
2. **Promotional Announcement:** :60 or less. Single entry.
3. **News Story:** Any length. Reported in a regularly scheduled program. Single entry.
4. **News Feature:** Any length. A portion of a regularly scheduled program or specialty report. Single entry.
5. **Sports News Story:** Any length. Reported in sports or regularly scheduled program. Single entry.
6. **Live Sports Event:** Any length up to 30 minutes. One program. Single entry.

The Best in Media website basics:

ACCOUNT: New year? Create a new account!

- a) Go to www.bestinmedia.com
- b) Mouse over LOG IN / CREATE ACCOUNT
- c) Click on "CREATE ACCOUNT"
- d) Follow the on-screen directions
- e) Once you submit...your account has been created and you are already LOGGED IN. An email will be sent with this information

PREPARE: Assemble all your media and division / category information and have it handy

ENTRY FORMS: Go to "FORMS" and mouse over the tab and select "ENTRY FORMS" Note: Payment Forms and Form Correction request are also here

NOTE: Any ENTRY, PAYMENT OR CORRECTION FORM you submit will come to your email. Check in Spam for no-reply@wufoo.com if you do not get it.

Fill out **1 FORM PER ENTRY**. You can include up to 4 media files per entry. Most entries will be a single media file. If you want to do all your forms at one time, repeat the form and your information will be auto-filled

MEDIA UPLOAD: Mouse over the MEDIA MANAGER tab and click on UPLOAD MEDIA. Notice there is also a link for uploading a YouTube URL and to be able to view ALL YOUR MEDIA FILES. **This is mandatory if you're submitting a YouTube video.**

FILE TYPES: Our powerful MEDIA MANAGER allows you to upload any of the following formats

- | | |
|-------------|---|
| a) Video | MP4 or YouTube videos (see the mp4 export settings below) |
| b) Audio | MP3 |
| c) Document | PDF (Single or as an assembled multi-page document) |
| d) Image | JPEG or PNG |

Here is a short tutorial video on how to use your MEDIA MANAGER

<https://www.screencast.com/t/dZyl3KwVJ4G5>

PAYMENT: To make a payment for a single or multiple entries, mouse-over "FORMS" and click on PAYMENT FORMS. Select the organization you are entering into. A payment form will appear. Payment is done through your organization's PayPal system. You DO NOT need to have a PayPal account, just any of the 4 main CC / Debit cards.

FORM CORRECTION: Once you get the copy of your form in your email, if you need to: DELETE or CHANGE any information, use the Form Correction link under FORMS.

What are the best settings for a video file?

These days, the very best type of videos that are meant for streaming is mp4. Here's the best HD settings for exporting:

- File Type: mp4 ONLY!
- Codec: H.264 / AVC
- Bit Rate: 1500-3500 (2500 is really the best choice for HD)
- Frame Rate: 30, 29.97, 24 NOTE: NO FRAME RATES OVER 30FPS
- Aspect: 1280 x 720 (720P) or 1920 x 1080 (1080P)
- Interlaced: de-interlaced or progressive (this eliminates the “venetian” blind effect) horrible in sports clips
- Audio: 44.1 / 16 bit / stereo / mp3 (48K is just a waste of space)

NOTICE: Failure to use these settings when you prepare your video for uploading could cause your entry to be eliminated.

You can view the results of your upload by going to VIEW YOUR MEDIA under MEDIA MANAGER at the top of the site.

Thank you for entering!

QUESTIONS?

CONTACT THE NBA AT jim@ne-ba.org or 402-933-5995