



2021 Pinnacle Awards

OFFICIAL RULES & ENTRY TIPS

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. The NBA thanks our Pinnacle Awards sponsors: Pinnacle Bank and Nebraska Public Power District.

ENTRY DATES:

April 15 through 5:00 P.M. Central, May 4, 2021

ENTRY COST: \$30.00 per entry. College student entries are FREE. **Entry fees must be paid with credit card at the end of each entry session (single or multiple entries). Entries are not considered complete until paid for.**

All entries must be paid for by 5:00 p.m. Central, May 4, 2021. *100% of all entry fees are donated to the NBA Foundation to fund student scholarships.*

AWARDS: **GOLD:** 1st place plaque. **SILVER:** 2nd place plaque. **BRONZE:** 3rd place plaque.

PINNACLE AWARDS BANQUET:

Wednesday, August 11, 2021

Embassy Suites – La Vista

ADVICE: Get familiar with the entry process during our “**practice window**” from **April 1 – April 7, 2021**. Once the official entry window opens, don’t wait until the last day or two to submit your entries. Too many late entries can stress the entry site and limits the NBA’s ability to answer last-minute questions.

USING THE “ROCK OUR AWARDS” ONLINE ENTRY SYSTEM:

Rock Our Awards is fast and easy to use! **Please see pages 6 & 7 for helpful tips.**

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

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 ARE ELIGIBLE. Entries that appeared solely on a station website or station-affiliated website are **NOT** eligible except where noted.
- 3) **ALL ENTRIES MUST HAVE AIRED** ON A NBA MEMBER RADIO OR TELEVISION STATION IN GOOD STANDING **BETWEEN May 1, 2020 and March 31, 2021**. Any entries found to have aired outside of these dates will be disqualified and if having subsequently won an award, will be disqualified and the award rescinded.
- 4) A minimum total of four (4) entries must be received in each category. Categories receiving fewer than four (4) total entries will not be judged and related entry fees will be refunded.
- 5) 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 you should remove all commercials/promos within the program itself.
- 6) You may submit entries in as few as one or as many as all categories.
- 7) The same entry may not be submitted in more than one category.
- 8) Only entries that have aired on NBA member broadcast stations/platforms as noted are eligible.
- 9) Entries are not considered complete until paid for; payment deadline is 5:00 p.m. CDT, 5/4/2021.
- 10) Please follow the entry instructions you will find on www.rockourawards.com

CATEGORIES:

1. SERVICE TO COMMUNITY (3 entries/station, max.)

- 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 (3 entries/station, max.)

- 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 (3 entries /station, max.)

- 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 (3 entries/station, max.)

- 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 (3 entries/station, max.)

6. BEST CONTINUING COVERAGE OF A NEWS STORY (3 entries/station, max.)

- Best coverage of a continually developing news story.

7. BEST IN-DEPTH OR INVESTIGATIVE STORY OR SERIES (3 entries/station, max.)

8. BEST NEWSCAST

- Newscast may be edited to exclude commercials/promos. **Only one newscast that aired on Wednesday February 24, 2021 can be submitted.**

9. BEST WEATHERCAST (TV only) **NEW IN 2021!**

- Weathercast may be edited to exclude commercials/promos. **Only one weathercast that aired on Wednesday February 24, 2021 can be submitted.**

10. **BEST SPOT WEATHER (Radio and TV) NEW IN 2021!**
 - A locally produced weather report focused on a weather “event” (blizzard, tornado, severe thunderstorm, extreme heat, etc.). Up to five minutes in length, unedited, other than removal of commercials/promos.

11. **BEST SPORTS PLAY-BY-PLAY (RADIO) / ON THE SCENE SPORTS REPORTING (TV)**
(3 entries/station, max. Limit play by play to one game per entry.) Entries cannot be edited into a series of “best of” moments of a broadcast.

12. **BEST IN-DEPTH SPORTS STORY OR SERIES** *(3 entries/station, max.)*

13. **BEST SPORTSCAST**
 - Length of edited sportscast not to exceed 12 minutes. **Only one sportscast that aired on Wednesday, February 24, 2021 can be submitted.**

14. **BEST COMMERCIAL** *(5 spots/station, max.)*
 - Best client commercial, any common length up to 60 seconds.

15. **BEST PROMOTIONAL ANNOUNCEMENT** *(5 promos/station, max)*
 - Best promotional spot announcement to promote station brand or image, person, program or station event; written, produced & edited by station. Any length up to 60 seconds.

16. **BEST USE OF MULTIMEDIA JOURNALISM** *(3 entries/station, max.)*
 - Best coverage of a single story using audio, video, online and social media elements.

17. **BEST ONLINE-ONLY VIDEO** *(3 entries/station, max.)*
 - *For the many NBA stations that video content that airs EXCLUSIVELY on the internet.* Entries cannot be edited into a series of “best of” moments of a video.

18. **BEST “SPOOF” COMMERCIAL FOR A NONEXISTENT PRODUCT OR SERVICE**
 - Let your creativity run wild! This “spoof” category is open to commercials in any common length up to 60 seconds. ONE entry per SEU, FREE OF CHARGE.

COLLEGE STUDENT CATEGORIES: Radio AND Television

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

1. **Public Service Announcement:** :60 or less. Single entry.
2. **Promotional Announcement:** :60 or less. Single entry.
3. **News Story:** Up to 3 minutes in length, reported in a regularly scheduled program. Single entry.
4. **News Feature:** Up to 5 minutes in length, as a portion of a regularly scheduled program or specialty report. Single entry.
5. **Sports News Story:** Up to 3 minutes in length, reported in sports or a regularly scheduled program. Single entry.
6. **Live Sports Event:** Any length up to 10 minutes of one event. Single entry.

RockOurAwards.com Entry Instructions

→Log in or create your RockOurAwards.com account. Create a profile (username and password) by clicking the “Register” button on the top of the RockOurAwards.com homepage. Complete the information, click submit and you’ll be taken to the Nebraska Broadcasters Association homepage. **Forgot your password?** Email info@rockourawards.com

Register Form

<input type="text" value="Sample Broadcasting Co."/>	
<input type="text" value="WTST"/>	
<input type="text" value="Nebraska"/>	
<input type="text" value="Radio"/>	
<input type="text" value="Joseph"/>	<input type="text" value="Smith"/>
<input type="text" value="jsmith@sample.com"/>	<input type="text" value="sampleradio"/>
<input type="password" value="....."/>	<input type="password" value="....."/>

→From the homepage you can review Pinnacle Awards rules, submit an entry, view and edit an entry, or edit your station’s information using the buttons on the right.

[STATION](#)[MY BILLING](#)[TRANSACTION](#)[FAQS](#)[CONTACT US](#)[LOG OUT](#)

2021 Pinnacle Awards

Sponsored by Pinnacle Bank and Nebraska Public Power District

STATION DETAILS

Company : RockOurAwards

User : Jordan Walton

State : Nebraska

Station Type : TV

My Total Entries : 0

[Entry Form](#)[View My Entries](#)[Edit My Station](#)[Log Out](#)

→To enter a category, click blue “Entry Form” and fill in the information. The headline/title should be what you would want shown on a plaque. Please note the blue “Submit” button is on the bottom left of the entry page.



Create New Entry

Category

Call Letters

Headline or Title of Entry

Upload Attachments & Links

Upload Attachment(s)

Drag and Drop Multiple Files Here
OR
Click to Select Files

Comments & Credits

Comments

Who should be credited for this entry?

STATION DETAILS

Company :	RockOurAwards
User :	Jordan Walton
State :	Nebraska
Station Type :	TV
My Total Entries :	0

→Acceptable file formats to upload to the site are .mp3, .jpg, .gif, .png, .bmp, .doc, docx, .wma, .pdf, .mp4, .wmv and .mov files.

IMPORTANT To ensure server space for all states, RockOurAwards.com requires video entries to be linked from YouTube, Vimeo, other video hosting sites, or a station website. Simply copy/paste the videos URL in the “Add Link” section.

→Certain special characters **MUST** be avoided in file names. Stick with letters, numbers, &, dots, dashes and underscores. **NO # or APOSTROPHES, please.**

→If you have questions or are running into trouble, email info@rockourawards.com or call 800-471-1875.

Thank you for entering!