

2016 CBAA COMMUNITY RADIO AWARDS

cbaa.org.au/awards



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

CBAA MEMBERS, YOU'RE INVITED TO PARTICIPATE IN THE **2016 CBAA COMMUNITY RADIO AWARDS!**

These annual awards celebrate excellence in community broadcasting across more than 20 categories. Nominations open on 28 March and close on 8 May 2016.

Please find more information on Awards categories and criteria enclosed, as well as information on how to submit your entry.

For more information and entry tips, see www.cbaa.org.au/awards or contact the CBAA via email ecouch@cbaa.org.au or on 02 9310 2999.

Best of luck and thanks for entering!

Kind regards,

A handwritten signature in blue ink, appearing to read 'Jon Bisset', with a stylized flourish underneath.

Jon Bisset
CBAA Chief Executive Officer

AWARD CATEGORIES & SELECTION CRITERIA

BEST STATION PRODUCTION

This award recognises a station that has in the last 12 months produced and broadcast outstanding short promotions (less than 60 seconds), station IDs, sponsorship announcements or community service announcements. Each entry for this award will be judged on the following criteria:

1. The production is of a technical high standard.
2. The production is used effectively to support the promotional message.
3. The production is informative, creative and effective.
4. The production contributes positively to the station's community of interest.

BEST STATION PROMOTION OR FUNDRAISING CAMPAIGN

This award recognises an effective campaign conducted by a station in the last 12 months that has raised funds and/or awareness for the station or the community broadcasting sector. Each entry for this award will be judged on the following criteria:

1. The campaign aligns with the station's overall fundraising initiatives and objectives.
2. The campaign takes a unique approach to raising funds or awareness for the station or the community broadcasting sector.
3. The campaign achieved positive outcomes for the station and/or the community broadcasting sector.

BEST NEW RADIO PROGRAM – TALKS

This award recognises an outstanding talks or spoken word program. The first episode must have been aired in the last 12 months. Each entry for this award will be judged on the following criteria:

1. Technical presentation of the program is of a high quality.
2. Program content is interesting, relevant and unique, presenting a new perspective on the subject matter and enhancing the programming choices available to the public.
3. The spoken word content of the production is engaging and appropriate for the radio medium.
4. The program team places an emphasis on continuous improvement.

BEST NEW RADIO PROGRAM – MUSIC

This award recognises an outstanding music program. The first episode must have been aired in the last 12 months. Each entry for this award will be judged on the following criteria:

1. Technical presentation of the program is of a high quality.
2. Program content is interesting, relevant and well-researched, enhancing the programming choices available to the public.
3. Program content presents a new perspective on the selected genres or style and is supportive of music as a culture.
4. The spoken word content of the production is engaging and appropriate for the radio medium.
5. The program team places an emphasis on continuous improvement.
6. The program aligns with the guiding principles of community broadcasting.

OUTSTANDING VOLUNTEER CONTRIBUTION

This award recognises a volunteer who has demonstrated leadership, effectiveness and commitment to their station and community broadcasting in an outstanding way in the last 12 months. The award recognises volunteer contribution across any area of involvement in community broadcasting. Each entry for this award will be judged on the following criteria:

1. The volunteer has made a significant contribution to the station and this has positively affected the station and, as a result, the wider community.
2. The volunteer has made a positive contribution to the enhancement of the station's profile and encouraged wider community involvement in the station's activities.
3. The volunteer has made a positive contribution to the effective running of the station.

OUTSTANDING SMALL STATION AWARD

This award celebrates the vital role that small stations play in the community broadcasting sector. They face all the challenges of larger stations with fewer facilities and people, so levels of initiative and sheer determination have a tendency to be sky-high. Entry in this category is restricted to stations with annual revenue of less than \$100,000. Each entry for this award will be judged on the following criteria:

1. The station has a clear vision and strategy.
2. Station management uses good governance practices that contribute to the sustainability of the organisation.
3. The station provides compelling and creative programming that services its community of interest.
4. The station's activities have clear benefits for the local community and the community broadcasting sector.
5. The station demonstrates a considered approach to its technical operations and maintenance.

OUTSTANDING YOUTH CONTRIBUTION

This award recognises a young person who has contributed to their station or the sector in an outstanding way in the last 12 months. Entries may be for any person aged under 26 years who has shown strong commitment to the values of community broadcasting in a number of areas. Each entry for this award will be judged on the following criteria:

1. The nominee demonstrates a significant level of community engagement.
2. The nominee demonstrates a multifaceted approach to their involvement at the station, which can extend beyond an on-air role and provides positive outcomes for the station.
3. The nominee has demonstrated support for other young people in their station and/or the sector.

CONTRIBUTION TO AUSTRALIAN MUSIC

This award acknowledges a program or initiative that in the last 12 months has made a significant contribution to supporting local Australian music and helping to develop Australian musicians. Each entry for this award will be judged on the following criteria:

1. The station or program supports underrepresented Australian musicians and music communities and supports local music culture.
2. The station or program uses live performance, interviews or unique content to promote local artists and music culture.
3. The program is cohesive and comprehensive, with high quality audio and spoken word presentation.

EXCELLENCE IN TECHNICAL SERVICES

This award recognises the important contributions of an engineer or technologist (or team) to a community radio station or stations in the last 12 months. Each entry for this award will be judged on the following criteria:

1. The station has improved technical facilities as a result of the individual or team's contribution.
2. The team or individual has gone above and beyond to support the station in a technical capacity.
3. The team or individual has actively engaged station volunteers, including groups or individuals underrepresented in broadcast technology, in the development of the stations technical facilities.

EXCELLENCE IN COMMUNITY PARTICIPATION

This award recognises a station that, in the last 12 months, has actively sought meaningful engagement with its community of interest in its activities, which is fundamental to the role of community radio. Each entry for this award will be judged on the following criteria:

1. The station has extensive involvement in its community of interest and its activities reflect the needs of this community.
2. The station uses a new approach or has built upon an existing approach to enhance community engagement.
3. The station's activities have been effective in encouraging new volunteers, members, subscribers and/or listeners to become involved with the station.
4. The station's operations align with the guiding principles of community broadcasting.

EXCELLENCE IN INDIGENOUS ENGAGEMENT

This award recognises a station that, in the last 12 months, has demonstrated its commitment to Indigenous engagement through the participation of Indigenous people in key production, editorial, broadcast and management roles. Each entry for this award will be judged on the following criteria:

1. The station has implemented an effective Indigenous engagement strategy and can articulate its significant commitment to Indigenous broadcasting.
2. The station promotes the involvement of Indigenous people in key roles at various levels across the organisation.
3. The station actively incorporates practices supportive of Indigenous culture in all aspects of station activities.

EXCELLENCE IN ETHNIC & MULTICULTURAL ENGAGEMENT

This award recognises a station that, in the last 12 months, has demonstrated its commitment to ethnic and multicultural engagement through the participation of ethnic and multicultural people in key production, editorial, broadcast and management roles. Each entry for this award will be judged on the following criteria:

1. The station has implemented an effective ethnic and multicultural engagement strategy and can articulate its significant commitment to ethnic and multicultural broadcasting.
2. The station promotes the involvement of ethnic and multicultural people in key roles at various levels across the organisation.
3. The station actively incorporates practices supportive of the culture or cultures of its community of interest in all aspects of station activities.

TROY GARNER EXCELLENCE IN SPORTS PROGRAMMING

In memory of the passionate sports broadcaster Troy Garner, this award acknowledges a community radio station's achievement in the creation of sports programming that focuses on community-based sporting activities that receive limited coverage in the wider media in the last 12 months. Each entry for this award will be judged on the following criteria:

1. The station's sports programming contributes to the local community and builds upon local sporting culture.
2. The programming provides representation and accessibility to sports not covered by the wider media including underrepresented sports and community-based sports events and initiatives.
3. The programming is informative, entertaining and engaging, with high quality production values.

EXCELLENCE IN SPOKEN WORD, NEWS & CURRENT AFFAIRS PROGRAMMING

This award acknowledges excellence in a spoken word or news and current affairs program or programming initiative. It is bestowed upon a station that excelled in providing regular programs or individual stories to their community of interest in the last 12 months. Each entry for this award will be judged on the following criteria:

1. The program leverages best practice and/or an inventive approach to share original and impactful stories through spoken word broadcasting.
2. The program's practices support the responsible delivery of news and current affairs broadcasting.
3. Technical presentation of the program is of a high quality.
4. The program's content shows an understanding of its target audience.

EXCELLENCE IN MUSIC PROGRAMMING

This award recognises an outstanding music program or programming initiative undertaken in the last 12 months to develop informed musical appreciation and provide an avenue for music that might otherwise go unheard or may lack a significant profile in the Australian media landscape. Each entry for this award will be judged on the following criteria:

1. The program or initiative gives a platform for artists or music not adequately represented by other broadcast media
2. The program or programming initiative presenter(s) has/have high levels of knowledge of chosen genres or themes.
3. The program or programming initiative informs and entertains using a variety of high quality music programming elements and content.

EXCELLENCE IN DIGITAL MEDIA

This award recognises a digital media initiative that has achieved excellence at a station in the last 12 months. Digital media is defined as station-created content using social media, digital broadcasting, website development, audio streaming, podcasting, blogging, digital video and or general digital media content. Each entry for this award will be judged on the following criteria:

1. The initiative demonstrates creative use of digital platforms (e.g. website; blog; social media; applications; podcasts; DAB+ radio) to support the station to achieve its objectives.
2. The platform and technology selected is fit for purpose and appropriate for the content, audience and the station's community of interest.
3. The content itself is engaging, relevant and appropriate for the audience and the platform.
4. The use of the digital platform is effective and has presented clear benefits for the station.

EXCELLENCE IN TRAINING

This award recognises a training initiative that has had a significant impact at a station in the last 12 months. Training happens in many ways and through many forms, from accredited training projects to grassroots projects. Each entry for this award will be judged on the following criteria:

1. The training program uses best practice and/or a fresh approach in its content, delivery and/or assessment.
2. The training program is delivered by experienced and/or qualified trainers and community broadcasters.
3. The training program has achieved positive results for participants and the station.
4. The station has engaged with other stations to share its training knowledge and experiences.

MOST INNOVATIVE OUTSIDE BROADCAST OR SPECIAL EVENT BROADCAST

This award recognises a station that has served a particular community need or provided key information relevant to their community of interest through a special event broadcast or outside broadcast in the last 12 months. Each entry for this award will be judged on the following criteria:

1. Technical presentation of the broadcast is of a high quality.
2. The outside broadcast or special event was supported by adequate planning and preparation.
3. The outside broadcast or special event met a community need.
4. The outside broadcast or special event took advantage of opportunities unavailable via traditional in-studio programming.
5. The outside broadcast or special event was effective in meeting its objective.

MICHAEL LAW AWARD

Michael Law was the inaugural President of the Public Broadcasting Association of Australia (now known as the CBAA) in 1974. He is recognised as one of the key founders of community broadcasting in Australia, presiding over the emergence of our diverse and innovative media sector. The Michael Law Award recognises an individual who has made a sustained and outstanding contribution to the community broadcasting sector. Each entry for this award will be judged on the following criteria:

1. The individual has demonstrated exceptional commitment to the guiding principles of community broadcasting, including pursuing democracy, diversity, development of local arts and music, accessibility, community involvement and independence.
2. The individual has been involved in the community broadcasting sector long term and has made a lasting contribution to community broadcasting practice.
3. The individual has exhibited leadership and provided inspiration to others in the sector.

TONY STALEY AWARD

Tony Staley was instrumental in the development of the community broadcasting sector. The winner of the Tony Staley Award is a community broadcasting organisation or initiative that actively promotes the values of community broadcasting in the areas of democracy, diversity, access and independence. This award attracts a cash prize of \$2,500 supported by the Community Broadcasting Foundation. Each entry for this award will be judged on the following criteria:

1. The station or initiative is able to demonstrate a clear vision and strategy.
2. Management uses best governance practices to contribute to the station or initiative's sustainability.
3. The station or initiative provides compelling and creative programming that serves its community of interest.
4. The station or initiative's activities have clear benefits for the community and the community broadcasting sector as a whole.
5. The station or initiative demonstrates a considered approach to its technical and online operations.

HOW TO ENTER

To enter the Awards:

1. Go to cbaa.awardsplatform.com.

2. Register.

3. To begin your entry, click New Entry, select your Category and provide the information requested. Please address the criteria as specifically as possible and note that there are tips and examples of previous entries provided to help guide your response.

4. Once you've addressed the criteria and uploaded the required attachments, you can submit your entry. If you need to keep working on it, just click 'Save' and you can return to it later. Submitted entries can be modified up until the closing date. For entries to be counted, you must hit 'Submit Entry' prior to the closing date.

KEY DATES

28 MARCH 2016: ENTRIES OPEN

25 APRIL 2016: AWARDS GALA DINNER TICKETS GO ON SALE

8 MAY 2016: ENTRIES CLOSE

11 JULY 2016: FINALISTS ANNOUNCED

12 NOVEMBER 2016: WINNERS ANNOUNCED AT ANNUAL GALA DINNER HELD IN MELBOURNE

2016 CBAA AWARDS

TERMS & CONDITIONS

OF ENTRY

By entering the 2016 CBAA Awards ('Awards'), Awards entrants ('Entrants') agree to be bound by the following terms and conditions, as well as any relevant instructions specific to each Awards category. Failure to abide by these terms and conditions may render an entrant ineligible for the Awards.

IMPORTANT – please read all of these terms and conditions of entry and the instructions specific to each category, as they may have changed since last year.

1. The CBAA Community Radio Awards are produced by the Community Broadcasting Association of Australia (CBAA) and are only open to CBAA member stations and individuals or groups authorised to represent member stations.
2. Entrants are required to obtain permission of the station's board President or Station Manager before submitting their entry. Note – If the station board President or Station Manager is the individual entering the award, permission will not be required.
3. Entries must be received by close of business, Sunday, May 08, 2016. Entries received after this closing date will not be accepted.
4. All entries must be submitted via the online Awards entry system, Award Force (cbaa.awardsplatform.com). Entries will not be accepted by other means.
5. All entries must be focused on broadcasts or other station or individual activities occurring between 1 May 2015 and 30 April 2016
6. Winners and finalists from previous years are ineligible from entering the same work in the same category. An entry will be deemed ineligible if the same content has previously won or been listed as a finalist in that category at a previous CBAA Community Radio Awards.
7. A maximum of 1 entry per category per member station will be accepted.
8. Entrants may enter the same entry in more than one category if it fits the criteria for each category. A separate entry must be completed for each category.
9. When completing entries, use the name of the nominated station, program, initiative or individual exactly as they would appear on the finalist's certificate or winner's trophy. CBAA will not be responsible for incorrect spelling of names.
10. If your entry requires an audio component, it is the entrant's responsibility to ensure that this content is playable and accessible by judges. The accepted file types are: mp3, m4a and mpeg4. Each file uploaded field is limited to 100MB per submission.
11. If supporting documentation or audio is required and not provided in the attachments tab of the Awards Force system, the relevant entry or entries may not be considered for judging.
12. All supporting material loaded into the Award Force system must be clearly labelled with the station callsign and any program name details. i.e category_stationcallsign_titleofnomination
13. All entries may be reproduced to promote the Awards and to champion the excellent work of the community broadcasting sector. If entrants do not own all copyright or there are restrictions in your right to use, any material included in your entry, it is the entrant's responsibility to obtain permission from all relevant third parties for CBAA to use the entry as described.
14. All entries related to programs must upload a 30-second byte from the program/event in the attachments tab of the Awards Force System. This audio will be used as part of the Awards gala dinner presentation for winning entries.
15. All winning entries will be made available for download from the CBAA website.
16. Awards judges' decisions are final. No correspondence or discussion will be entered into regarding the judging process or any outcomes reached.
17. Award winners may be asked to make themselves available for other CBAA activities outside the awards ceremony such as being involved in media and communications following the awards
18. CBAA may extend any deadline or time limit, terminate the Awards or vary the terms of entry at any time and for any reason at its sole discretion. The CBAA may also choose not to present any given award if none of the nominees sufficiently meet the qualifications for that award.

If you have further questions, please contact the CBAA Awards team via email ecouch@cbaa.org.au or call 02 9310 2999.