

2023 SPECTRUM AWARDS



Rules and Market Definitions

RULES

1. This competition is open to all IBA Member and FCC licensed radio and television stations in Indiana. All entries must have been produced and broadcast between August 1, 2022 to July 31, 2023.
2. All entries must be produced by the station. Entries may not be produced with outside advertising or production agency equipment, assistance or direction.
3. Entries are limited to five (5) per station in each category.
4. Entry fees are \$35 per entry.



**ENTRY DEADLINE IS AT
11:59 p.m. on Monday,
July 31, 2023**

MARKET DEFINITIONS

Market is defined by the size of the market your station serves. Simulcast stations can enter only in the largest market they serve.

Radio

Market 1	Indianapolis Metro Area, Evansville, Fort Wayne, South Bend
Market 2	All Other Markets

Television

Market 1	Indianapolis Metro Area
Market 2	All Other Markets

2023 IBA Spectrum Awards Categories

RADIO CATEGORIES:

Station of the Year

Audio examples highlight the station's overall efforts during the year in community service, creative listener and sales promotions, quality commercial production, talk show, news and features. A written summary should explain why the station deserves this prestigious award and should be no more than one page in length. (No more than 10 minutes in length)

Best Broadcast Personality or Team

Audio samples of on-air work from an individual or a group of people for news, entertainment, or sports (but not play-by-play).

Best Newscast

Best locally originated newscast. Criteria: presentation, production values, interest of stories presented and overall impact of the full newscast. (No more than 3 minutes in length)

Best General News Story

Coverage of a single news story, gathered and aired in the same day. Do not include spot news, investigative or feature stories. Designed to honor the work of a general assignment reporter. (No more than 3 minutes in length)

Best Investigative Reporting

Coverage of a single story or series of stories that required in-depth, original research and discovers new findings to enhance the public's understanding of an issue or event. (No more than 10 minutes in length)

Best Sports Coverage

Best locally originated regularly scheduled sportscast, play-by-play, or live sports coverage. Criteria: presentation, production values, and interest of stories presented. (No more than 3 minutes in length)

Best Local Community Involvement

Involves only one subject. May be any public service announcement locally produced by the station, a public service activity coordinated by the station, or any form of gratis community outreach that is a public service of the station to serve its local community. Submit any recorded promos along with any supporting promotional materials such as photos of events or website to highlight the station's involvement. (No more than 3 minutes in length)

Best Station Promotional Campaign

Best promotional campaign. May include photos, video and audio. (No more than 5 minutes in length)

Best Commercial

A single commercial or series of commercials that persuades the listener to do or believe something about the client or product. This may be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or direction. (No more than 1 minute in length)

Best 2022 Election Coverage

Entries may include a single story or collection of stories related to coverage of local, state or national political races or issues during the 2022 campaign cycle. Content must have been generated in 2022. (No more than 10 minutes in length)

2023 IBA Spectrum Awards Categories

TV CATEGORIES:

Station of the Year

A submission highlighting the station's overall efforts during the year in community service, creative viewer and sales promotions, quality commercial productions, talk shows, news and features. A written summary should explain why the station deserves this prestigious award and should be no more than one page in length. (No more than 10 minutes in length)

Best General News Story

Coverage of a single news story, gathered and aired in the same day. Do not include spot news, investigative or feature stories. Designed to honor the work of a general assignment reporter and photographer. (No more than 3 minutes in length)

Best News Feature

A single report that aired in a newscast as relief or contrast to other news reporting, or a long form program. Criteria: Shot in Indiana on an Indiana subject; human interest subject portrayal, creative writing, entertainment value, effective use of audio, video, and editing medium. (No more than 5 minutes in length)

Best Investigative Reporting

Coverage of a single story or series of stories that required in-depth, original research and discovers new findings to enhance the public's understanding of an issue or event. (No more than 10 minutes in length)

Best Weather Coverage

A locally originated, regularly scheduled weather broadcast. Criteria: clear presentation of facts, delivery/communication skills, and effective use of available technology to enhance audience understanding. (No more than 5 minutes in length)

Best Sports Coverage

Best locally originated regularly scheduled sportscast of a weekly sports program, Friday night high school or Sunday night weekly wrap-up. Criteria: presentation, production values, and interest of stories presented. (No more than 10 minutes in length)

Best Local Community Involvement

Involves only one subject. May be any public service announcement locally produced by the station, a public service activity coordinated by the station, or any form of gratis community outreach that is a public service of the station to serve its local community. Submit recordings of any promos along with any supporting promotional materials such as photos of events or website to highlight the station's involvement. (No more than 3 minutes in length)

Best Station Promotional Campaign

Best promotional campaign. May include photos, video and audio. (No more than 5 minutes in length)

Best Commercial

A single commercial for an outside client, this not a station promo. May be any commercial announcement written and produced by station personnel. May not include announcements produced with outside advertising or production agency assistance or directions. (No more than 1 minute in length)

Best 2022 Election Coverage

Entries may include a single story or collection of stories related to coverage of local, state or national political races or issues during the 2022 campaign cycle. Content must have been generated in 2022. (No more than 10 minutes in length)