



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA

2015
CBA
COMMUNITY
RADIO
AWARDS

cbaa.org.au/awards

CBAA MEMBERS, YOU'RE INVITED TO PARTICIPATE IN THE 2015 CBAA COMMUNITY RADIO AWARDS!

These annual awards celebrate excellence in community broadcasting across more than 20 categories. Nominations open on 9 June and close on 15 July 2015.

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.cbba.org.au/awards or contact the CBAA via email ecouch@cbba.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

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 engagement.
3. The station's activities have been effective in encouraging new volunteers, members, subscribers and/or listeners to become involved with the station.

OUTSTANDING VOLUNTEER CONTRIBUTION

This award recognises a volunteer who has demonstrated leadership, effectiveness and devotion to their station and community broadcasting in an outstanding way in the last 12 months. The award aims to recognise 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 contribution that has boosted the station's profile and encouraged wider community involvement in the station's activities or has been instrumental in the effective running of the station.
3. The volunteer's work aligns with the core values of community broadcasting, such as independence, diversity, access, participation and innovation.

EXCELLENCE IN DIGITAL MEDIA

This award recognises achievements and excellence in station-created content in social media, digital broadcasting, website development, audio streaming, podcasting, blogging, digital video or general digital media content in the last 12 months. Each entry for this award will be judged on the following criteria:

1. The project 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 and audience.
3. The content itself is engaging, relevant and appropriate for the audience and the platform.
4. The project was effective and had clear benefits for the station.

EXCELLENCE IN TRAINING

This award recognises a training initiative that 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 an innovative 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.

BEST NEW RADIO PROGRAM – TALKS

This award recognises an outstanding talks or spoken word program initiative undertaken as part of a station's programming or media content. 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, enhancing the programming choices available to the public. It presents a new perspective on the subject matter, in a way that is innovative, informative and entertaining.
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 undertaken as part of a station's programming or media content in the last 12 months. 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. It presents a new perspective on the selected genres or style and is supportive of music as a culture.
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.

CONTRIBUTION TO AUSTRALIAN MUSIC

This award acknowledges the significant contribution made by a station or program in the last 12 months in 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 INDIGENOUS BROADCASTING

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

1. The station has an effective Indigenous engagement strategy and can articulate the benefits that Indigenous broadcasting has afforded its community of interest.
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 BROADCASTING

This award recognises a station that has actively sought and involved ethnic, multicultural or new and emerging communities at their station in the last 12 months. 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.

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 presenter(s) has/ve high levels of knowledge of chosen genres or themes.
3. The program informs and entertains using a variety of high quality music programming elements and content.
4. The program uses an online platform or platforms to provide its audience with additional information and resources.

EXCELLENCE IN SPOKEN WORD, NEWS & CURRENT AFFAIRS PROGRAMMING

This award acknowledges excellence in spoken word or news and current affairs programming. 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 innovative 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 programming.
3. Technical presentation of the program or programs is of a high quality.
4. The program's content shows an understanding of its target audience and community of interest, and aligns with the guiding principles of community broadcasting.

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 any area. 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 extends 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.

BEST STATION PRODUCTION

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

1. The production is of a high standard and is used effectively to support the promotional message.
2. Promotions are informative, creative and effective.
3. Promotions adhere to the values of community broadcasting and contribute positively to the station's community of interest.

BEST STATION PROMOTION, SPONSORSHIP OR FUNDRAISING CAMPAIGN

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

1. The campaign aligns with the station's overall fundraising program and overall objectives.
2. The campaign takes an innovative approach to raising funds or awareness for the station.
3. The campaign was effective and met its objectives.

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 initiative provides representation & accessibility to sports not covered by the wider media including underrepresented sports and community-based sports events and initiatives.
3. The program is informative, entertaining and engaging, with high quality production values.

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 audience, 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. The outside broadcast or special event aligns with the station's overall objectives.
2. Technical presentation of the program is of a high quality.
3. The outside broadcast or special event is supported by adequate planning and preparation.
4. The broadcast or special event met a community need and took advantage of opportunities unavailable via traditional in-studio programming.
5. The effectiveness of the outside broadcast or special event

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.

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 both technical and non-technical tasks.
3. The individual or team has supported the technical or IT development that facilitates the engagement of volunteers and/or the community or interest.

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 been involved in the community broadcasting sector long term and has made a lasting contribution to community broadcasting practice.
2. The individual has exhibited leadership and provided inspiration to others in the sector.
3. The individual has positively influenced community broadcasting on a state, national and/or international level.
4. The individual has demonstrated exceptional commitment to the community broadcasting sector's guiding principles.

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 organisation or initiative works within the guiding principles of community broadcasting, including pursuing democracy, diversity, development of local arts and music, accessibility, community involvement and independence.
2. The station or initiative has a clear vision and strategy.
3. Management uses best governance practices to contribute to the station or project's sustainability.
4. The station provides compelling and creative content that serves its community of interest.
5. The station's activities have clear benefits for the community and the community broadcasting sector as a whole.
6. The station demonstrates a considered approach to its technical and online operations.

HOW TO ENTER

This year, all award entries will take place using a new online system called Award Force. 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 provided alongside each entry criteria 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

8 JUNE 2015: ENTRIES OPEN

15 JULY 2015: ENTRIES CLOSE

28 AUGUST: FINALISTS ANNOUNCED

14 NOVEMBER 2015: WINNERS ANNOUNCED AT ANNUAL GALA DINNER HELD IN TERRIGAL NSW

2015 CBAA AWARDS TERMS & CONDITIONS OF ENTRY

By entering the 2015 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.
3. Entries must be received by close of business, Wednesday July 15, 2015. 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 July 2014 and June 30 2015.
6. A maximum of 1 entry per category per member station will be accepted.
7. 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.
8. 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.
9. 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: jpg, jpeg, png, gif, pdf, docx, doc, mp3, m4a and mpeg4. Each file uploaded field is limited to 100MB per submission.
10. 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.
11. 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
12. 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.
13. 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.
14. All winning entries will be made available for download from the CBAA website.
15. Awards judges' decisions are final. No correspondence or discussion will be entered into regarding the judging process or any outcomes reached.
16. 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
17. 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.