

# The 2009 Radio And Production Awards

## Official Rules

**1. ELIGIBILITY:** Promos, commercials, and entertainment features produced and aired after December 31, 2008 and before January 1, 2010 are eligible. Entries must be produced for radio. Entries must be original work written and produced at the radio station, by at least one full-time employee of the radio station, and aired on a station in that market. Entries from production houses owned by station groups or station networks are eligible, but entries must be entered for market rank equal to largest market served by the production house. You do not have to be a subscriber to *Radio And Production* to be eligible.

**2. CATEGORIES:** Awards will be given for the following categories: **Best Promo, Best Commercial, and Best Feature Production.** The Promo and Commercial categories are broken down into three market sizes or ranks: Markets 1-25, markets 26-100, and markets 101+. The ranking is based upon Arbitron Metro Survey Area rankings. **(International Radio entries: Please provide the population of the market or city served. Ranking will be determined based on market population.)** The Feature Production category is **not** broken down by market size. Promos should not exceed 2 1/2 minutes in length. Commercials should not exceed 60 seconds in length. Entries for Feature Productions may include produced bits, spoofs, and parodies for on-air use, special programs produced for airplay, and other special productions such as tributes and station "launches." Feature entries should not exceed five minutes in length. Longer entries must be edited to meet the five minute limit. There is no category for IDs/sweepers or commercial and promo campaigns consisting of more than one commercial or promo. Promos that encourage advertisers to "buy radio" should be entered in the Promo category, even if they don't mention a particular radio station. Recruitment spots, such as spots recruiting salespeople or office personnel for the radio station, should be entered in the Commercial category.

**3. DEADLINE:** All entries and entry fees must be received no later than **Midnight (CST) January 26, 2010.**

**4. TECHNICAL REQUIREMENTS:** Entry audio must be emailed to awards@rapmag.com. Entry forms may be emailed with the audio, or faxed to 972-432-8102. **ONLY ONE ENTRY PER EMAIL.** File specs: 256kbps MP3. The filename should be the title of your entry or close to it for identification purposes. A confirmation email will be sent to you within 24 hours of receiving your entry and form. If you do not receive a confirmation within 24 hours, please contact us at awards@rapmag.com or 972-432-8100, as it's possible your entry did not come through.

**5. ENTRY E-MAIL DATA:** When emailing your entry, the Subject field of the email should have the words "RAP AWARDS ENTRY" followed by the entry Title. Include your name in the body text along with any notes or additional data.

**6. ENTRY FORMS:** All applicable information must be included on the entry form. Please fill out the form on your computer, then save it before emailing. Or print the form once filled out if you are going to fax it. If you are unsure about your market ranking, please call, fax, or email awards@rapmag.com for the information, or visit www.arbitron.com. Attach entry forms to your entry's email, or fax entry forms to 972-432-8102.

**7. AWARDS:** Trophies will be awarded to the winners in the Commercial and Promo categories for all three market ranking categories. Only one trophy will be awarded for the Feature Production category (market ranking does not apply to this category). First and second runners-up in all categories will receive a plaque. Certificates will accompany all trophies and plaques. Finalists that don't finish as winners or runners-up will receive a certificate. Trophies, plaques, and certificates will be awarded to the radio station or production facility if the winning entry is paid for by the radio station or production house. Otherwise, awards will be awarded to the individual submitting the entry and paying the entry fee personally. Winners will be contacted by e-mail for confirmation of names, titles, credits, etc. to be engraved and printed on the trophies, plaques, and certificates. Additional trophies, plaques, and certificates will be available after the winners are announced.

**8. ENTRY FEES:** A \$30 entry fee must accompany each entry. You may enter as many times as you wish at \$30 per entry.

Entry fees are non-refundable except in the case of cancellation of the awards competition or any category. Entry fees are payable via credit card only. If you absolutely must pay by check, email awards@rapmag.com for instructions.

**9. JUDGING:** Judging will be based on three factors: Technical production technique, creativity/copy writing, and voice talent. A panel of judges selected by *Radio And Production* will perform the preliminary judging and narrow the entries down to the finalists. The finalists will be presented on the March 2010 *RAP CD* and will be accompanied by an official ballot. The ballots and CDs will only be supplied to *Radio And Production* subscribers who will vote for the winners. The winners will be announced in the April 2010 issue of *Radio And Production* and on the *RAP* website at www.rapmag.com.

**10. DISCLAIMER:** Checking the "Release" box at the bottom of the entry form releases your entry to *Radio And Production* for public presentation.