

The 2011

Radio And Production Awards

Official Rules

- 1) **ELIGIBILITY:** Promos, commercials, and entertainment features produced and aired after December 31, 2010 and before January 1, 2012 are eligible. Entries must be produced for radio, including terrestrial, satellite and internet radio. Radio stations and networks are eligible to enter. Production houses and advertising agencies with annual revenues under \$500,000 US are also eligible to enter. You do not have to be a *Radio And Production* subscriber/member 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: Large Markets, Medium Markets, and Small Markets. For US entries, Large Markets = markets 1-25. Medium Markets = markets 26-100. Small Markets = markets 101+, based on current Arbitron Metro Survey Area rankings. Entries from all other countries should select the Market Rank based on total population of the market served. Large Markets = population 2,000,000+. Medium Markets = 500,000-2,000,000. Small Markets = Less than 500,000. **Choose a market rank based on where the entry aired, or in what market the entry was produced, WHICHEVER IS THE LARGER OF THE TWO.** For example, if a commercial was produced in a medium market, but aired in a small market, it must be entered in the Medium Market categories. Likewise, if an entry was produced in a medium market but aired in a large market, it must be entered in the Large Market categories. In the rare case of multiple producers in different markets, the producer in the largest market shall apply. The Market Rank does not apply to the Feature Production category.
- 3) **ENTRY SPECIFICATIONS:** 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.
- 4) **DEADLINE:** All entries and entry fees must be received no later than **Midnight (CST) January 24, 2012.**
- 5) **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 email awards@rapmag.com with your questions. Attach entry forms to your entry's email, or fax entry forms to 972-432-8102.
- 6) **E-MAILING YOUR ENTRY:** 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 E-MAIL.** **File specs:** 256kbps MP3. The audio filename should be the title of your entry or close to it for identification purposes. 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. 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 is possible your entry did not come through.
- 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** - The entry fee for RAP Members with a membership current as of the date of entry is \$30.00 per entry. For non-RAP Members, the entry fee is \$50.00 per entry. You will need your RAP Member account number or the name on the account for verification. Contact awards@rapmag.com with questions. Entry fees are due at time of submission of entry. You may enter as many entries into as many categories as you wish. 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 2012 *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 2012 issue of *Radio And Production* and on the *RAP* website at www.rapmag.com.
- 10) **RELEASE:** Checking the “Release” box at the bottom of the entry form releases your entry to *Radio And Production* for public presentation.