

31. BEST STATION PROMOTION

JUDGING PERIOD – 1 APRIL 2017 - 31 MARCH 2018

ENTRIES CLOSE 18 MAY 2018

Description of Category:

Station promotions are run by the radio station for the radio station. While these promotions are in the main conducted on-air only, they can include participation of other media in the form of advertising or cross-promotion and/or combine off station activities.

While station promotions can be sponsored by a client, they are primarily designed to achieve one or more of the following: encourage new listeners, increase time spent listening, create on-air excitement, relate to target audience and their aspirations, be used as a fun programming element, reward loyal listeners, generate publicity.

A promotion overview no longer than 1 page along with a CD of no longer than 1 minute in duration must be submitted.

NB: Check if your entry in this category may also be eligible for Best Multimedia Execution.

Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

E-mail:

Official ACMA Identity (for office use only):

Payment for Entry:

Please attach payment details for this entry and tick one division below:

- Metropolitan** (\$95 inc. GST): Stations in Sydney, Melbourne, Brisbane, Adelaide, Perth.
- Provincial** (\$65 inc. GST): Stations with service area populations of 75,000 and above.
- Country** (\$60 inc. GST): Stations with service area population of less than 75,000.

Entries received without payment will not be accepted into the ACRAs.

Support Material Checklist:

- Audio should be submitted on CD
 - Maximum 1 minute in duration
 - Announce your name and station only at the start of the audio – Do not announce name of category
 - Be exactly as broadcast – no added background music or sound effects
- Promotion Overview - **1 PAGE LIMIT**

Send Entry To:

When your entry is complete please send your entry form, supporting material and CD to:

Australian Commercial Radio Awards
Level 5, 88 Foveaux Street
SURRY HILLS NSW 2010

Entries to be received no later than 18 MAY 2018.

Entry Form

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Entry Details:

Please tick correct division: Metropolitan Provincial Country

Title of Entry (for cert./trophy):

Name of Entrant/s (for cert./trophy):

Email Address/es of Entrant/s: (address for each entrant required)

Facebook username/s:

Twitter handle/s:

Instagram handle/s:

Station Name/On Air I.D. (for cert./trophy):

City:

State:

Network/Company (for cert./trophy):

When completing the entry form, use the names of individuals or teams exactly as they would appear on a finalists certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes – Commercial Radio Australia will not be responsible for incorrect spelling of names.

I support the above statements and endorse this entry.

Station Manager name:

Station Manager signature:

