

# 19. BEST DIGITAL RADIO FORMAT



JUDGING PERIOD: 1 APRIL 2019 – 31 MARCH 2020

**ENTRIES CLOSE FRIDAY 15 MAY 2020**

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

## Description of Category

This award is designed to recognise digital-only DAB+ stations (this award is not for analogue stations being simulcast using DAB+). This award has two categories:

- **Category A (long term):** Stations that are long term digital stations that have been/were on air for more than 6 months
- **Category B (short term):** Stations that are pop-up, event focused, short term stations that were on air less than 6 months

Entrants are required to provide a narrated sizzle reel describing rationale via YouTube, Vimeo or similar. Each of the below criteria must be addressed in the reel and no single criteria carries greater weight than the others. View compile examples [here](#).

- **Overview:** describe the rationale for the format, innovative and creative ideas used including involvement of external parties and promotional activity and demonstrate on-air sound
- **Technology:** how did this format make use of the features of DAB+ technology, eg. scrolling text and slideshow?
- **Listeners:** provide evidence to demonstrate audience involvement.

## Support Material Checklist

- Video compile, YouTube, Vimeo etc
  - Maximum 1 minute in duration
  - On-air audio must be exactly as broadcast – no added background music or sound effects
- Special Entry Questions:.\*
  - Overview
  - Technology
  - Listeners
  - Active video compile link.

**\*NOTE:** You can submit these Special Entry Questions through the online form **OR** upload a 1 page pdf document with your answers.

## Entry Details

- Division: 1 category only
- Categories:
  - » Category A (Long term)
  - » Category B (Short term)
- Title of entry (for certificate/trophy)
- Name of entrant/s (for certificate/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 certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals and teams exactly as they would appear on a finalist 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.