

# 38. BEST ORIGINAL PODCAST – UNBRANDED



JUDGING PERIOD: 1 APRIL 2021 – 31 MARCH 2022

**ENTRIES CLOSE FRIDAY 13 MAY 2022**

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

## Description of Category

This category is open to podcasts created or commissioned and published by CRA member stations and is for podcasts with no commercial brand association.

**Branded and radio show podcasts are not eligible for this category.**

The podcast must have been made in Australia and cannot be a radio show that was broadcast, must have been run first as a podcast in its own right, and cannot be an extended advertorial.

Entries should be no longer than 5 minutes in duration. Entrants must also provide a link to the original podcast in full. A one-page overview must be submitted to demonstrate the podcast's originality and uniqueness, commercial appeal and audience over the judging period. The Special Entry Questions outline the areas for consideration by the judges and must be completed.

## Support Material Checklist

- Audio of no longer than 5 minutes duration
- Supporting documentation: the overview must demonstrate the podcast's originality and uniqueness, commercial appeal and audience over the judging period – **1 page limit**
- Special Entry Questions:
  - Link to original podcast
  - The idea
  - Target
  - Audience
  - Execution
  - Episodes in judging period
  - Downloads and time period.

## Entry Details

- Division: 1 category only
- 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 or 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.