

31. BEST STATION PROMOTION

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

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 19 MAY 2017.

Entry Form

31. BEST STATION PROMOTION

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

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:

