

BEST DIGITAL CONTENT CREATOR



CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2022 – 31 MARCH 2023

ENTRIES CLOSE FRIDAY 7 JULY 2023

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

Description of Category

This category recognises an individual working as part of a digital team within a station or show, who demonstrates creative flair, output with a demonstrable performance in audience growth and engagement across multiple platforms.

Entries must include a sizzle reel of performance, no more than 60 seconds in length or a PowerPoint of no more than 3 pages that demonstrates creative production and performance

Requirements

Submissions must be YouTube, Vimeo or similar (60sec max) or PowerPoint (**3 page limit**)

- Please link Video or PowerPoint in pdf documentation

Submission must include;

- Demonstration of creativity
- Evidence of audience growth & engagement across multiple digital platforms
- Letter of endorsement from senior executive, talent, executive producers, etc

Entry Details

- Division: 1 category only
- 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
- Podcast RSS Link (if applicable)
- 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. Please provide phonetic pronunciations of names if possible. Commercial Radio Australia will not be responsible for incorrect spelling of names.