

# BEST PROGRAM/CONTENT DIRECTOR (including Programming Content Managers)



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

Entrants in this category must complete the Special Entry Questions relating to programming objectives and strategies and how they have been achieved. You should include information relating to the scope of your role, consistency of format, the standard of on-air presentation, creative execution and relevant survey information. Where your role includes digital audio content please include relevant audience and engagement numbers. As a content director, it is up to you to tell your story in a compelling and entertaining way.

The audio entry must be no longer than 1 minute in duration, which provides a snapshot of the overall station programming. Please provide other supporting information you think is relevant to your entry, eg. survey information

## Requirements

Audio should be submitted in MP3 format;

- 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

Additional Support Material (**3 Page limit**);

- What are your programming objectives?
- What Strategies have you employed to reach your objectives?
- What is the scope of your role?
- Audience Results
- Further supporting information

## Entry Details

- Division:
  - » Metropolitan
  - » Provincial
  - » Country
- Name of entrant (for certificate/trophy)
- Email address of entrant
- Facebook username
- Twitter handle
- Instagram handle
- 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 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.