

# DIGITAL TEAM OF THE YEAR



CRITERIA EIGIBILITY - 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 the combined work of Producers, Writers and Videographers from radio stations that collectively create station wide digital content across websites, apps and social media, to build audience engagement and drive radio ratings, podcast metrics and revenue.

## Requirements

Audio submission should be submitted in MP3 format;

- Maximum 90 seconds
- Announce team

Submissions should;

- demonstrate creativity
- highlight the teams creative production, strategy and performance

Additional Support Material (**3 page limit.**)

- analytics for social posts that show engagement
- examples of creative video content
- podcast numbers

## Entry Details

- Division: 1 category only - All markets encouraged to enter
- Name of team(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.