

# STATION 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 award recognises a station that has a distinctive quality of output. Commercial submission must display the stations overall willingness to innovate and take creative risks in their on-air content.

The stations must be understanding and hold high levels of support for their listeners. The submission must display confidence in the station's brand and consistent delivery across all aspects of the creative and communications mix.

## Requirements

Audio must be submitted in MP3 format

- Maximum 2 minutes
- Announce station name – do not announce category name in audio
- Be exactly as broadcast

Submission must identify;

- Nature of innovation
- Specific skills demonstrated
- State how this achievement/project will be of broad benefit to the industry
- Audience engagement

Additional support material must provide evidence of the below **(3 page limit)**

- Consistency of communications & interaction with listeners
- Distinctive programming in content
- Original/innovative social media
- Contribution to the industry
- Evidence of new ideas and innovative content

## Entry Details

- Division:
  - » Metropolitan
  - » Non - metro
- Title of entry – Achievement / Project (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
- 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.

