

BEST PROGRAM/ CONTENT DIRECTOR



CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2023 - 31 MARCH 2024

ENTRIES CLOSE FRIDAY 31 MAY 2024

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

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 should be submitted in pdf format (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

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 & Audio will not be responsible for incorrect spelling of names.