



PODCAST OF THE YEAR

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.

National Award - Single category (All markets are encouraged to enter)

This Award recognises the ever-growing work by broadcasters to create new original podcasts. These podcasts are not connected with radio shows, nor are they intended for broadcast. They do however showcase the new wave of content and stories being produced by broadcasters exclusively for on-demand listening. The judges will evaluate entries based on the entertainment or informative value of a podcast, its narrative structure and presentation style, the impact of the podcast and its commercial appeal. Creativity, innovation and uniqueness will also play a role in judging. A podcast entered in this category must have been produced and published by a CRA member broadcaster. Podcasts published by a broadcaster but do not receive active ongoing production support from the broadcaster are ineligible to enter. Entrants must demonstrate in their written entry the involvement of the broadcaster in the podcast.

Requirements

Audio should be submitted in MP3 format

- Maximum 2 minutes in duration
- Announce entrant's name, podcast and broadcaster podcast network or broadcaster name at the start of the audio. Do not announce the name of the category
- The entry can include different elements from a podcast; however, these elements should be exactly as published – no added background music or sound effects

Additional support material should be submitted in pdf format (1 page limit):

- Link to podcast
- The idea and target audience
- Information on how the podcast was executed. This must include detail on broadcaster involvement
- Supporting information such as listener figures, audience feedback, media coverage and commercial success can be included

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.