

# PROMAXBDA

## 2017 STATION SUMMIT

### LOCAL PROMOTION, MARKETING & DESIGN AWARDS

*The PromaxBDA annual Local Awards are the world's premier celebration of innovation and creativity in entertainment marketing and design.*

#### ELIGIBILITY

Television Promotion, Marketing and Design work from any company or individual, broadcast, published or released in the United States and Canadian markets during the eligibility period:

**January 1, 2016 through December 31, 2016**

#### DEADLINES

The competition officially opens on  
**Tuesday, March 7, 2017**

The [final deadline](#) for entry  
**Friday, April 28, 2017, at 11:59 pm PST.**

#### WHO CAN ENTER

*Entrant can represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was for air, broadcast, publishing or release in the United States and/or Canada.*

#### IMPORTANT FOR YOU TO KNOW

- PROMAXBDA will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of PROMAXBDA to be used at their discretion.
- All relevant permissions and copyrights are assumed to be cleared by the entrant.
- In the event that any individual category attracts fewer than 5 entries or less than 5 submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.
- The awards to be given for the 2017 award season will be gold statues and silver statues. If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category.
- The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.
- The judging guidelines can be provided upon request.

**IMPORTANT NOTE** *In the event that your submission(s) should make the Finalist List, you may be requested to provide a higher quality HD version for any video submission, to be resubmitted for the purpose of the Awards Show.*

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## LOCAL PROMOTION, MARKETING & DESIGN AWARDS: CATEGORY DESCRIPTIONS

LARGE MARKET CATEGORIES: DMA 1-25			
01-L	<b>GENERAL BRANDING/IMAGE: NEWS STATION IMAGE</b> (DMA 1-25)	(single) Any single video-based promotional material created to promote the brand image of a large market local news station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories)	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
02-L	<b>GENERAL BRANDING/IMAGE CAMPAIGN</b> (DMA 1-25)	(multiple) Any group of thematically-related video-based promotional material created to promote the brand image of a large market local station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories).	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.</i>

MEDIUM MARKET CATEGORIES: DMA 26-50			
01-M	<b>GENERAL BRANDING/IMAGE: NEWS STATION IMAGE</b> (DMA 26-50)	(single) Any single video-based promotional material created to promote the brand image of a medium market local news station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories)	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
02-M	<b>GENERAL BRANDING/IMAGE CAMPAIGN</b> (DMA 26-50)	(multiple) Any group of thematically-related video-based promotional material created to promote the brand image of a medium market local station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories).	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.</i>

## SMALL MARKET CATEGORIES: DMA 50+

01-S	<b>GENERAL BRANDING/IMAGE: NEWS STATION IMAGE (DMA 50+)</b>	(single) Any single video-based promotional material created to promote the brand image of a small market local news station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories)	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
02-S	<b>GENERAL BRANDING/IMAGE CAMPAIGN (DMA 50+)</b>	(multiple) Any group of thematically-related video-based promotional material created to promote the brand image of a small market local station or content platform. Must provide the station's DMA in the marketing objective. Does not include identification pieces or content promotions (IDs: see design awards categories).	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.</i>

## OPEN CATEGORIES

*\*Categories open to all markets*

### CHANNEL, STATION, PLATFORM PROMOTION

3	<b>GENERAL BRANDING/IMAGE: STATION IMAGE (NON-NEWS STATION)</b>	(single) Any single video-based promotional material created to promote the brand image of local station or content platform (non-news station). Does not include identification pieces or content promotions (IDs: see design awards categories)	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
4	<b>TOTAL PACKAGE DESIGN - STATION/CHANNEL: ON-AIR</b>	(multiple) A package of on-air material/elements designed for a station image (not program specific).	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.</i>

5	<b>HOLIDAY/SPECIAL EVENT PROMOTION</b>	(single) Any video-based promotional material created to promote the brand image of a local station or content platform associated with or using a holiday or special event theme.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
6	<b>PROGRAM IMAGE PROMO</b>	(single or multiple) Any single or group of video-based promotional material designed to promote the image of a local station. Does not include identification pieces (IDs: see ID category below) EXCLUDING news, current affairs or sports.	<i>Minimum one, maximum five, items per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>PROGRAM PROMOTION</b>			
7	<b>PROGRAM PROMOTIONAL SPOT</b>	(single) Any single video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, program or channel-related special events or daypart/related programming at a local station or content brand.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
8	<b>PROGRAM PROMOTIONAL CAMPAIGN</b>	(multiple) Any group of related video-based promotional material created to promote any program, series of programs, holiday, public service announcement initiative, and program or channel related special events or daypart/related programming at a local station or content brand.	<i>Minimum two, maximum five, related but different items per entry to be judged as a unified whole (i.e. IDs, bumpers, interstitials, etc.). Entries containing more than five pieces of material may be disqualified. Montages and compilations are not acceptable. Each individual entry piece needs to be ninety seconds (:90) or less.</i>
9	<b>PROGRAM SPECIFIC PROMO - NEWS</b>	(single or multiple) Any video-based promotional material designed to promote a specific news or current affairs program or show.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
10	<b>LIVE EVENT SPOT</b>	(single or multiple) Any video-based promotional material created to promote a one-time live event program. Submission must be for a program aired live such as a game or special event.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>

11	<b>ENTERTAINMENT PROGRAM SPOT</b>	(single or multiple) Any video-based promotional material created to promote a general entertainment, comedy, dramatic or children's program, or series or movie program, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
12	<b>HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT</b>	(single or multiple) Any video-based promotional material created to promote a holiday, seasonal, special event program, series, movie, news or current affairs program, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
13	<b>UNSCRIPTED/NON-FICTION/REALITY PROGRAM SPOT</b>	(single or multiple) Any video-based promotional material created to promote a non-fiction/reality program, series, movie, news or current affairs program, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
14	<b>DAYTIME PROGRAM SPOT</b>	(single or multiple) Any video-based promotional material created to promote a daytime entertainment program, series, movie, news or current affairs program, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
15	<b>DAYPART/BLOCK OF PROGRAMS SPOT</b>	(single or multiple) Any video-based promotional material created to promote any regularly scheduled, related block of programming.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
16	<b>STUNT PROMOTION: ON-AIR ONLY</b>	(single or multiple) Any single or group of related video-based promotional material that uses a surprising, out-of-the-ordinary creative approach to the promotion of a one-time on-air programming event.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
17	<b>ON-AIR CONSUMER TIE-IN PROMO</b>	(single or multiple) Any video-based promotional material created to enhance the sales department's ability to generate advertising/income based on a promotion or other on-air concept for an advertiser. For example, a sponsored promo, product placement, special giveaway or contest.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>

<b>SYNDICATED/DISTRIBUTED PROGRAM PROMOTION</b>			
18	<b>PROGRAM PROMOTION SPOT OR CAMPAIGN: ENTERTAINMENT</b>	(single or multiple) Any single spot or group of related video-based promotional material created to promote a syndicated/distributed program to local audiences, stations or other program buyers.(entertainment, comedy, dramatic, non-fiction reality or holiday and special event programming)	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>NEWS PROMOTION</b>			
19	<b>NEWS/INFORMATION PROGRAM SPOT</b>	(single or multiple) Any video-based promotional material created to promote a news, information or current affairs program, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.</i>
20	<b>INFORMATIONAL GRAPHICS: NEWS</b>	(single) Any graphic execution expressly produced to demonstrate or convey information for news or current affairs programs. (May include menus, over-the-shoulder, stats and full screen graphics.)	<i>One item per entry. Informational graphics can be compiled together to be judged as a single entry.</i>
21	<b>NEWS: OPEN/TITLES/BUMPERS</b>	(single) Any news or current affairs program or show opening title sequence or any transitional design element between a news or current affairs program and commercial/promotional break, designed specifically for a program created by a local station, studio or production company. Submit as aired. Programs only.	<i>One item per entry. Each individual entry needs to be ninety seconds (:90) or less.</i>
22	<b>SPECIAL NEWS REPORT OR EVENT PROGRAMMING</b> <i>(Environmental, Political Debates, etc.)</i>	(single or multiple) Any single or group of related video-based promotional material created to promote a special report/event program relating to news information or current affairs, etc.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be two minutes (2:00) or less.</i>
23	<b>IMAGE PROMO - NEWS</b>	(single or multiple) Any video-based promotional material designed to promote the image of a news or current affairs program or show.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>

24	<b>FUNNIEST PROMO</b>	(single) It's as subjective as it sounds, but every year there is that gut-buster that just needs to be recognized. Any video-based promotion that's funny - that's the criteria!	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>WEATHER PROMOTION</b>			
25	<b>WEATHER PROMOTIONAL SPOT</b>	(single) Any single video-based promotional material created to promote any weather program, or series of programs programming at a local station or content brand.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
26	<b>WEATHER PROGRAM IMAGE</b>	(single or multiple) Any single or group of video-based promotional material designed to promote the image of a local station's weather program.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>SPORTS PROMOTION</b>			
27	<b>SPORTS PROGRAM SPOT (NOT A LIVE EVENT/GAME)</b>	(single or multiple) Any single or group of related video-based promotional material created to promote a sports program, series or sports news program, etc. EXCLUDING a live event or game.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
28	<b>PROMO - SPORTS</b>	(single) Any single video-based promotional material designed to promote a specific sports program, show or local station image or content platform. (May include: promos, bumpers, lower thirds, etc.)	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
29	<b>SPORTS: OPEN/TITLES/BUMPERS</b>	(single) Any sports program or show opening title sequence or any transitional design element between a sports program and commercial/promotional break, designed specifically for a program created by a local station, local content platform, or production company. Submit as aired. Programs only.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>TRADE OR INTERNAL MARKETING</b> <i>(Industry focused: sales, marketing or upfront presentations etc., for local stations or content platforms)</i>			
30	<b>MARKETING VIDEO/PRESENTATION</b>	(single) Any single video-based presentation created to promote programming or facilities to internal personnel, employees and vendors, or external affiliates, systems, advertisers, agencies or funders; includes long-form promotional spots.	<i>One item per entry. Each individual video needs to be three minutes (3:00) or less. Longer pieces will be judged on the excerpt submitted.</i>

<b>PRINT/OUTDOOR PROMOTION</b>			
31	<b>OUTDOOR/ENVIRONMENTAL/TRANSIT AD</b>	(single or multiple) Any single or group of promotional piece of advertising (i.e. billboard, bus side, electronic, building sides or 3D outdoor) created to promote a program, series, local station or content platform. Submit photo showing relationship to environment; for electronic/animated ad must submit video of ad and its relationship to environment.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
32	<b>OFF AIR DESIGN</b>	(single or multiple) Any print piece of advertising or total package of related print elements designed to promote image of a local station, content platform or program. May include advertising in a consumer publication or packaging, outdoor, poster, kits, collateral, advertising etc.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>WEBSITE &amp; SOCIAL PROMOTION</b>			
33	<b>APPLICATION OR WEBSITE PROMOTION: VIDEO-BASED</b>	(single) Any video-based promotion (a spot, an advertisement, etc.), designed to promote any aspect of a local station or program's application or website <b>EXCLUDING news, current affairs or sports programs or shows.</b>	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
34	<b>BEST USE OF SOCIAL MEDIA TO PROMOTE A PROGRAM OR SERIES</b>	(single or multiple) An innovative and effective use of social media, paid or owned channels, that effectively supports the promotion and marketing of any program or series of programs in any category (drama, comedy, holiday, PSA, etc.). Paid social media includes online advertising, community marketing, applications, etc. Owned channels may include a specific product and/or company's Twitter, Facebook, Instagram, etc.	<i>Minimum one, maximum five. Each individual video needs to be ninety seconds (:90) or less.</i>
<b>CRAFT CATEGORIES</b>			
35	<b>EDITING</b>	(single) Any single video-based promotion, presentation, interstitial etc. that demonstrates creative and effective promo editing.	<i>One item per entry. Each individual video needs to be two minutes (2:00) or less.</i>



36	<b>COPYWRITING</b>	(single) Any single video-based promotion, presentation, interstitial, etc. that demonstrates creative and effective copywriting.	<i>One item per entry. Each individual video needs to be two minutes (2:00) or less.</i>
37	<b>DIRECTING</b>	(single) Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
38	<b>BEST USE OF DESIGN</b>	(single) Any single video-based promotion that best uses design to convey its promotional message.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
39	<b>SOUND DESIGN</b>	(single) Any single video-based promotion that demonstrates creative and effective use of sound components including music, sound effects, voice talent, etc.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
40	<b>BEST VOICE OVER PERFORMANCE (Male or Female)</b>	(single) Best performance by a male or female voice over artist for use in promotion, marketing or sales piece. On - air, online, radio and corporate entries are accepted.	<i>One item per entry. Each individual video or audio entry needs to be ninety seconds (:90) or less.</i>
41	<b>USE OF ORIGINAL MUSIC IN A PROMO</b>	(single) Any single video-based promotion that makes creative use of original music.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
42	<b>MUSIC OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS</b>	(single) Any single video-based promotion that makes creative use of music packages, post scores or instrumental themes with or without vocals. Original score or library music is permitted. Syndicated packages are allowed only if majority lyrics are custom.	<i>One item per entry. Each individual video needs to be three minutes (3:00) or less.</i>
43	<b>SET DESIGN</b>	(single) Any set design for talk, children's, sports, variety, news programs, single or short-lived program, etc. Entry can be shown by using a compilation of video material showing no more than ten seconds (:10) of show graphics, to be judged as a whole. Entry must contain a human/talent element in the set and should be taken from an on-air check only.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>

<b>SPECIAL CATEGORIES</b>			
44	<b>"BEHIND THE SCENES" PROMOTION: LONG/SHORT FORMAT</b>	(single or multiple) Any single or group of video-based "behind the scenes" or "making of" promotional material used to promote specific programs, series, movies, etc. and/or the network. If full promotion is longer than allotted time, entry must be edited to fit the time specifications.	<i>Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be five minutes (5:00) or less with a total running time of 10 minutes (10:00) or less for all entries together.</i>
45	<b>PUBLIC SERVICE ANNOUNCEMENT</b>	(single) Any single video-based promotional material created to promote awareness of public service issues, social action or community service announcement.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
46	<b>PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN</b>	(multiple) Any group of related non-traditional video-based promotional material created to promote awareness of public service issues, social action or community service announcement.	<i>Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.</i>
47	<b>ON-AIR COMMERCIAL ADVERTISEMENT</b>	(single) Any single video-based advertisement created to sell a product, service, channel, OUTSIDE of standard brand, image, and television or tune-in promotion.	<i>One item per entry. Submit as aired. Each individual video needs to be ninety seconds (:90) or less.</i>
48	<b>SOMETHING FOR NOTHING</b>	(single) It's a mission impossible, but it's up to you to make it possible! A simple but effective video-based promotion that's clearly executed on a small budget (max. \$2,500 US). Entries must include a breakdown of all costs and time used to produce (including any in-house resources).	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>
49	<b>BEST WORK NEVER SEEN</b>	(single) Now's the time for everyone to see that brilliant work that was produced but never made it to air. Please indicate in the marketing objective field the reasons why it was not used.	<i>One item per entry. Each individual video needs to be ninety seconds (:90) or less.</i>

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### QUESTIONS?

Please Contact the  
PromaxBDA Awards Department:

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