

2015

Inland Empire

Media Awards

Honoring Service to the Industry and the Community

Official Rules and Categories

Please note:

**Rules and Categories subject to change
until competition opens to nominations.**

Inland Empire Media Awards

Honoring Service to the Industry and the Community

AWARDS

(definitions to follow)

Awards given to a company:

1. Radio or Television Station of the Year
2. Newspaper or Magazine of the Year
3. Local Website of the Year
4. Blog/Podcast of the Year
5. Advertising Agency of the Year
6. Self-Promotion of the Year
7. Governmental Media Outlet of the Year
8. Locally produced radio or television show of the Year
9. Public Service Campaign or Event of the Year
10. Best Coverage of a local news story of the Year

Awards given to an individual:

11. Media Professional of the Year
12. Media Talent of the Year
13. Agency Professional of the Year
14. Young Achiever Award

Student Awards:

15. Best college Media Outlet of the Year
16. Best college Web Site/Blog of the Year
17. Best Student Media Representative of the Year

Awards Philosophy:

While the American Advertising Awards Inland Empire competition honors the best local creative work, the Inland Empire Media Awards focuses on media outlets and agencies which provide over-all quality and service to the Inland Empire community. Equal consideration will be given to those outlets which serve the entire Inland Empire as those who serve a smaller portion of the community. The quality of work and service within whatever area is served is what will be judged so that larger outlets and smaller outlets can compete on an even basis. Awards to honor work and activities from July 1 of the previous year through June 30 of the current year.

Awards Boundaries:

This competition covers media and agencies based anywhere in San Bernardino County, the Riverside County cities from Banning westward to the Los Angeles County Border and South to the San Diego County border, and Los Angeles County Cities from the 57 Freeway East (all parts of cities are included if the 57 Freeway goes through the city).

Eligibility:

Company Awards will be awarded to companies based within the boundaries listed above which cover all or part of the Inland Empire. Companies located outside the boundaries are eligible only if they have a media outlet that focuses on the Inland Empire (such as a local newspaper, radio station or website devoted to the Inland Empire) or if they have a recurring section (in the case of a newspaper) devoted to the Inland Empire or a local bureau (in the case of radio or television) that exclusively covers the Inland Empire.

Individual Awards will be awarded to individuals who cover the Inland Empire, regardless of where they are based as long as the Inland Empire is their primary beat and the distribution occurs within the Inland Empire.

Student Awards are for those outlets or students that cover either their school or the broader Inland Empire. Those outlets (such as school newspapers, radio stations, television stations -- other than broadcast television--, internet sites, blogs) do not necessarily have to be sanctioned or approved by the school. Student Awards are intended for those who attend an Inland Empire college full-time and the media outlet does not have paid employees (other than those who sell advertising). While advisors may be involved, the majority of day-to-day editorial decisions must be made by students and not advisors.

The term "media outlet" in this competition includes radio stations (online or broadcast) television stations (online, cable or broadcast), newspapers, magazines, websites, blogs and podcasts. Websites for radio stations, television stations, newspapers or magazines should be entered as a website and are considered separate from the media outlet, itself.

Nominating Process:

Nominations may be made by anyone via the AAF-Inland Empire Website. Self-nominations will be encouraged. There will be no charge to nominate. Nominations will include three to five questions about the nominee. Certain categories may allow uploads as examples. We will reach out to all agencies and all media in the Inland Empire to encourage nominations.

Schedule:

Announcement: ADDY Gala
Student Nominations Open: April 15
Professional Nominations Open: June 15
Nominations Deadline: July 31
Nominations Announced: August 3
Judging Period: August 3 - 17
Announcement of Finalists: August 24
Awards Night: September 18

Judging:

Judges will be Radio, Television, Print and Internet Professionals located outside the Inland Empire. A minimum of five judges will be selected. Judges will score each answer on a 1-5 scale. Judging will be completed on-line. After judging, scores will be added to determine finalists and winners.

Presentation:

Each category will have three to four finalists announced in advance, based on the top three or four scores. The gala will be a formal dinner and awards presentation. The winners will be announced “Academy Awards” style, announcing the nominees and then the winner. After we announce the nominee, we will announce what they accomplished to receive the nomination. Winners in each category come to the stage to accept their award and can give a brief “Thank You” speech.

Description and Criteria of Categories:

Radio or Television Station of the Year

Award Description

The award given to the Inland Empire radio or television station that provides outstanding service and professionalism to the Inland Empire.

Award Criteria:

1. Outlet has maintained or grown in audience over the last year.
2. Has a positive effect on the Inland Empire community
3. Provides innovation to help grow the industry
4. Involved and benefiting civic and community activities

Newspaper or Magazine of the Year

Award Description

The award given to the Inland Empire Newspaper or Magazine that provides outstanding service and professionalism to the Inland Empire.

Award Criteria:

1. Provides outstanding coverage of local stories
2. Has a positive effect on the community they serve within the Inland Empire
3. Involved and benefiting civic and community activities

Local Website of the Year

Award Description

The award given to a web site which has a focus on the Inland Empire and that provides outstanding service and professionalism to the Inland Empire.

Award Criteria:

1. Provides thorough and outstanding coverage to subject matter.
2. Has a positive effect on the Inland Empire community
3. Provides innovation to help grow the industry
4. Involved and benefiting civic and community activities

Blog/Podcast of the Year

Award Description

The award given to a Blog or Podcast that is created in the Inland Empire or covers issues within the Inland Empire and that provides outstanding service and professionalism to the Inland Empire.

Award Criteria:

1. Provides thorough and outstanding coverage to subject matter
2. Has a positive effect on the Inland Empire community
3. Provides innovation to help grow the industry
4. Involved and benefiting civic and community activities

Agency of the Year

Award Description

Inland Empire's Agency of the Year Award celebrates the agency that has stood out in the past year and risen above the rest in terms of service, creativity, corporate social responsibility, culture, and growth. The agency of the year will represent the best in advertising, marketing, digital marketing, public relations, creative, or all of the above.

Award Criteria:

1. Stand-out innovation, skill, and creativity
2. Leadership and commitment within the community

Self-Promotion of the Year

Award Description

The award given to a media outlet which produces an outstanding ad, mailer or other promotional piece to promote the outlet. The promotion may be placed in the outlet, itself, or in another media. Entry can be a one-time occurrence or a campaign. Not open to agencies

Award Criteria:

1. A creative self-promotion ad or series of ads.

Governmental Media Outlet of the Year

Award Description

The award given to a governmental media outlet such as a city cable television station, newsletter, radio station, website, social media, blog or other outlet intended to serve its constituency. Does not include media outlets operated by colleges.

Award Criteria:

1. Provides outstanding quality of coverage of issues, information and/or entertainment to the constituency.
2. Has a positive effect on constituency

Locally Produced Radio or Television Program of the Year

Award Description

The award is given to the producer of a radio or television program that is either created in the Inland Empire or covers issues within the Inland Empire and is broadcast in the Inland Empire and provides outstanding service and professionalism to the community.

Award Criteria:

1. Provides thorough and outstanding coverage to subject matter
2. Has a positive effect on the Inland Empire community
3. Involved and benefiting civic and community activities

Public Service Campaign or Event of the Year

Award Description

The award given to a media outlet who creates a public service campaign or event whose goal is to address and/or benefit all or part of the Inland Empire in an area of social concern. Agencies and non-profits are not eligible for this award.

Award Criteria:

1. Provides thorough and outstanding coverage to subject matter
2. Has a positive effect on the Inland Empire community
3. Contributes to the greater understanding or solving of an area of social concern.

Best Coverage of a Local News Story of the Year

Award Description

The award will be given to a media outlet for outstanding coverage of a local news story. The coverage may have been for a one time report or a series of reports for one story.

Award Criteria:

1. Provides thorough and outstanding coverage to subject matter.

Media Professional of the Year

Award Description

The award given to an individual from an Inland Empire media organization that provides outstanding service and professionalism to the Inland Empire, beyond the normal requirements of the position. Not open to on-air talent, reporters, columnists, bloggers, podcasters or photographers. Open to professionals from Media outside of the Inland Empire if the nominee covers the Inland Empire full time and is based in the Inland Empire.

Award Criteria:

1. Display integrity and character that is recognized throughout the industry
2. Provide service to professional organizations benefiting the Inland Empire
3. Maintain a high level of performance with a focus on outcomes that are recognizable benefits to the industry and the Inland Empire.

Media Talent of the Year

Award Description

The award given to an on-air talent, reporter, columnist, blogger, podcaster or photographer from an Inland Empire media organization that provides outstanding service and professionalism to the Inland Empire, beyond the normal requirements of the position. Also open to talent from Media outside of the Inland Empire if the nominee covers the Inland Empire full time and is based in the Inland Empire.

Award Criteria:

1. Display integrity and character that is recognized throughout the industry
2. Provide service to professional organizations benefiting the Inland Empire
3. Maintain a high level of performance with a focus on outcomes that are recognizable benefits to the industry and the Inland Empire

Agency Professional of the Year

Award Description

The award given to an individual from an Inland Empire who works in advertising, marketing or public relations who provides outstanding service and professionalism to the Inland Empire, beyond the normal requirements of the position.

Award Criteria:

1. Display integrity and character that is recognized throughout the industry
2. Provide service to professional organizations benefiting the Inland Empire
3. Maintain a high level of performance with a focus on outcomes that are recognizable benefits to the industry

Young Achiever Award

Award Description

The award given to an individual from an Inland Empire media outlet, agency or freelancer that provides outstanding service and professionalism to the Inland Empire beyond the normal requirements of the position.

Award Criteria:

1. Candidate must be between 18 and 32 years of age;
2. Candidate must have demonstrated outstanding success in their position.
3. Candidate must have also made a significant contribution in the form of service to the community.

Best College Media Outlet of the Year

Award Description

This award is presented to a college radio station, newspaper, television station (non-broadcast), magazine that is run primarily by students who also make most day-to-day editorial decisions. Media outlets may or may not be sanctioned by the school and may either cover campus or off-campus stories.

Award Criteria:

1. Stand-out innovation, skill, and creativity
2. Leadership and commitment within the campus or for the audience

Best College Website/Blog/Podcast of the Year

Award Description

This award is presented to a college website, blog or podcast that is run primarily by students who also make most day-to-day editorial decisions. Media outlets may or may not be sanctioned by the school and may either cover campus or off-campus stories.

Award Criteria:

1. Stand-out innovation, skill, and creativity
2. Leadership and commitment within the campus or for the audience

Best Student Media Representative of the Year

Award Description

This award is presented to a person who works on a college radio station, television station, magazine, website, blog or podcast that is run primarily by students who also make most day-to-day editorial decisions although the individual does not have to be a decision-maker. The award is given to an individual who provides outstanding service to the school and community beyond the normal requirements of the position.

Award Criteria:

1. Display integrity and character
2. Provide service to the school and/or community
3. Maintain a high level of performance with a focus on outcomes that are recognizable benefits to the media outlet