



ENTRY TIPS

SECTION RECOMMENDATIONS

Section One: Summary

This section lays the foundation for what the judges can expect to read in your entry. This is a great opportunity to appeal to the judges on an emotional level by including your station's overall philosophy for community service and the cumulative impact your station has delivered throughout the year. Although this section is not scored, the summaries of the 50 finalists will be included in the Crystal Radio Awards program booklet that is distributed during the Radio Luncheon at the NAB Show in Las Vegas on April 9, 2013.

Section Two: Consistent Local Programming and Coverage

Judges are instructed that a music format radio station will not typically have as much air time for community service programming and forums as that of a news/talk station. Furthermore, not every station is in a market that has endured severe weather. If your station's local programming and coverage is restricted due to its format, you are encouraged to highlight programming topics and to include the names and titles of the local, participating guests. You may also include written notes from listeners who benefitted from the programming.

Section Three: Station-Involved Community Service Events

Judges understand that a station invests more effort into events where they serve as a Primary Organizer versus a Support Sponsor and will give a higher score to stations that list several Primary Organizer events. Historically, Crystal Award recipients will have a minimum of four to five Primary Organizer events.

When reporting results, try to include not just the measureable results – whether \$1,000 or \$100,000– but also include written testimonials from those who benefitted from the funds/coats/food, etc. In order to help you build a stronger entry, we have expanded the maximum allowable page limit to seven pages. If you are including annual events, you may wish to include year-to-year results.

Section Four: Other

When reviewing this section, judges are looking for the level of community commitment by the station employees. In this section, you may also list awards, social media outreach and any other community involvement that did not apply to sections two and three of your application.

TIPS FOR CREATING YOUR ENTRY

The Judges

One of the most important things to think about as you prepare your entry is the judges. They are a talented mix of people from organizations that are involved in broadcasting, community service, public relations and other related outreach industries.

The Outside Reader

Having an outside reader review your entry is highly recommended. In selecting a reader, you are looking for someone who is unconnected to your station. Like your outside reader, the judges will rely on your application to explain the work your station has done and why it is valuable. If the person you select as your outside reader is as unfamiliar with your station as the judges may be, their response to your entry should be similar to the judges.

Other helpful traits in an outside reader include being a stickler for good grammar, spelling and simple, declarative sentences. Give them a red pencil at the same time you give them your submission and ask them to use it freely, marking not just errors but sentences that don't make sense or seem vague. Use your outside reader's suggestions and edit your application. If your outside reader is not a strong editor, you may want to ask two people to review your entry: one to focus on content and one to scrutinize the grammar.

Once your outside reader has finished reviewing your entry, ask them detailed questions about individual community service projects that your station has organized and/or sponsored. If, as you listen to their answers, you realize they didn't really understand a particular project, then you must assume your entry needs further explanation.

Follow Directions

After judges have reviewed your application two or three entries, they quickly grow accustomed to the standard format. If you deviate from that format (e.g. material that is not within the competition dates, exceeding prescribed page limits, etc.), they will notice it. Such errors can cost you points during judging.

This is particularly true for **Section Three** (Community Events). If your community event is not labeled as either a "Primary Organizer" or a "Support Sponsor," the event will be disqualified.

Avoid Jargon

NAB selects judges from the community service field as well as from public relations and broadcasting organizations. Comments such as "we tagged 43 spots" may not be as clear to them as they are to you. Choose words that someone outside of the Radio industry would easily understand.

Be Neat and Professional

It's important to think about the way you package your entry. Put together a professional-looking entry. It should be clearly written without spelling or grammar errors. Avoid strange typefaces and over-use of capitals, italics and exclamation marks.