



2009 Philadelphia A.I.R. Awards Categories

Except as otherwise specified in descriptions below, Philadelphia A.I.R. Awards are presented for over-the-air broadcast performance.

TALENT

Talent entrants must be regularly employed in the category entered. Host talent may enter only 1 of the first 8 categories. Limit one entry per radio station in the first 5 categories.

>> TALENT/MUSIC-BASED PROGRAMMING

(for nominees on air in day part prior to 9/9/08)

1. Quality Plus Ford Dealers Best Weekday Morning Drive Host or Team - All or most of shift performed between 6 a.m. and 10 a.m. Submit no more than five minutes of audio, scoped, to include all team member voices.
2. Quality Plus Ford Dealers Best Weekday Midday Host or Team - All or most of shift performed between 10 a.m. and 3 p.m. Submit no more than five minutes of audio, scoped, to include all team member voices.
3. Quality Plus Ford Dealers Best Weekday Afternoon Drive Host or Team - All or most of shift performed between 3 p.m. and 7 p.m. Submit no more than five minutes of audio, scoped, to include all team member voices.
4. Quality Plus Ford Dealers Best Weekday Evening Host or Team - All or most of shift performed between 7 p.m. and midnight. Submit no more than five minutes of audio, scoped, to include all team member voices.
5. Quality Plus Ford Dealers Best Weekday Overnight Host or Team - All or most of shift performed between midnight and 6 a.m. Submit no more than five minutes of audio, scoped, to include all team member voices.
6. Quality Plus Ford Dealers Best Weekend Show - Submit no more than five minutes of audio, scoped, to include any other team member voices. (Category not open to air talent working regular weekday shifts.)

>>TALENT/TALK-BASED PROGRAMMING

(for nominees in day part prior to 9/9/08)

7. Quality Plus Ford Dealers Best Weekday or Weekend Talk Show Host - Submit no more than seven minutes of audio encompassing a minimum of three different programs of a regularly scheduled live or pre-recorded locally produced talk show.

>>**TALENT/NEW AIR TALENT**

(for nominees new to Phila radio on or after 9/9/08)

8. Quality Plus Ford Dealers Best New On-Air Host - Award for best full time air talent new to Philadelphia. Submit no more than five minutes of audio, scoped.

>>**TALENT/OTHER**

9. Quality Plus Ford Dealers Best Individual Performance In A Radio Spot or Promo - Voice talent award. Submit one commercial spot of :60 or less or one promo of :90 or less. Must have aired within the Philadelphia market. Entrant may be freelance.

10. Quality Plus Ford Dealers Best Mix Show DJ or Host - Submit no more than five minutes of audio showcasing mixes performed live, edited to include DJ's voice.

STATION

11. Best Station Community Service Event - A large scale one-time or recurring event reflecting a station or station group's total effort in multiple departments and reflecting a focus on service to the community. Includes but is not limited to community issue awareness and/or fund-raising events. Entry to include description of project, collateral material (not mandatory), photos, news clips (not mandatory) and up to five minutes of audio.

12. Best Station Event - A one-time or recurring event reflecting a station or station group's total effort in multiple departments focused on attracting listener and/or advertiser involvement, including but not limited to concerts, fairs, festivals, expos and sporting events. Entry should include description of project, collateral material (not mandatory), photos, news clips (not mandatory) and up to five minutes of audio.

13. Best One-Time Special Topical or Entertainment Program - Submit no more than 5 minutes of audio to showcase the writing, research, production, voice talent, etc. of a one-time live or pre-recorded topical or entertainment broadcast created primarily by programming and production personnel. Includes but is not limited to interviews, tributes, salutes, showcases, documentaries, etc. Include brief written description if needed.

14. Best Station Promo/Image - Submit promo up to :90 length produced strictly to communicate, enhance or reinforce station image.

15. Best Station Promo/Programming - Submit promo up to :90 length for a station contest, event, programming or promotional feature, giveaway, etc. May include brief description or explanation.
16. Best Station Promo/Sales - Submit promo up to :90 length produced to deliver results to a particular advertiser. May include brief description or explanation.
17. Best Internet-only Station Promo - Submit audio promo up to :90 produced exclusively for online use (including but not limited to streaming, webcast, podcast, pre-and post-roll).
18. Best Integrated Promotion/Programming - An award for best use of over-the-air broadcast plus one or more of the following for a station contest, event, programming or promotional feature, giveaway, etc.: text or instant messaging, email, website, webcast, podcast, print, outdoor, television. Submit up to 3 minutes of audio plus descriptive paragraph of 100 words or less.
19. Best Integrated Promotion/Sales - An award for best use of over-the-air broadcast plus one or more of the following to deliver or enhance results for one or more advertisers: text or instant messaging, email, website, webcast, podcast, print, outdoor, television. Submit up to 3 minutes of audio plus descriptive paragraph of 100 words or less.
20. Best Station Imaging - Award for overall station imaging effectiveness and excellence. Submit a compilation of 5 or more IDs, sweepers, bumpers etc. of 30 seconds or less each, total compiled time not to exceed 3 minutes.
21. Best Feature Production - Submit one comedy or entertainment bit, spoof, parody, or other original short form production, length not to exceed 5 minutes.

NEWS-TRAFFIC

News and traffic entrants must be regularly employed in the category they enter.

22. PECO Energy Power Category: Best Newscast - Submit one unedited newscast in its entirety to showcase the overall presentation style of newscast. If candidate is employed by news provider, submit entry with station call letters and provider's name: e.g. JOAN O'BRIEN, Newsco Network, on WXYZ.

23. PECO Energy Power Category: Best Newscaster - Submit no more than five minutes of unedited audio reflecting style and delivery of newscaster. If candidate is employed by news provider, submit entry with station call letters and provider's name: e.g. JOAN O'BRIEN, Newsco Network, on WXYZ.

24. PECO Energy Power Category: Best One-Time News Program - Submit no more than 5 minutes of audio to showcase the writing, research, production, voice talent, etc. of a one-time live or pre-recorded program created primarily by newsmen, including but not limited to breaking stories, interviews, profiles, salutes, tributes, soft news features, etc. Include brief written description if needed.

25. PECO Energy Power Category: Best Traffic Reporter - Up to two minutes of audio to be submitted by reporter for work with a specific station. Must submit with station call letters and traffic service as applicable: e.g. JOAN O'BRIEN, Newsco Network, on WXYZ.

SPORTS

26. Best Sports Reporting - Submit no more than five minutes of audio without commercials of a single program of regularly scheduled sports news or a special on sports. Can be a profile, sports feature, sportscast, etc. Include written explanation.

27. Best Live Sports Event Coverage - Submit no more than five minutes of audio without commercials of live sporting event coverage. Can include both play-by-play and color commentary.

COMMERCIALS

Each commercial submitted requires separate CD, entry form and fee. Entry to include call letters of station(s) that aired the commercial and dates of broadcast.

28. Best Commercial by a Radio Station - Submit commercial up to :60 created by radio station employee(s).

29. Best Commercial by an Agency/Advertiser, Production House or Studio, Advertising or Public Relations Agency - Submit a :30 or :60 commercial created by employee(s) of Philadelphia ad agency, studio, production house, PR agency or advertiser.

30. Best Internet-only Commercial by a Radio Station - Submit a commercial up to :60 created by radio station personnel exclusively for online use (including but not limited to streaming, webcast, podcast, pre- and post-roll).

PUBLIC AFFAIRS

31. Best Coverage of Medical Issues Affecting Children - Submit no more than ten minutes of audio without commercials of a group of stories and/or station-produced PSAs on medical issues affecting children.

32. Best Locally Produced Public Affairs Program - Submit no more than ten minutes of audio without commercials of a regularly scheduled public affairs program. Include written statement describing program and community concerns discussed.

33. Best Public Service Announcement - Station, advertising or public relations agency, talent or production studio may submit PSA's of 60 seconds or less. No campaign entries - each PSA requires separate entry form and fee.

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