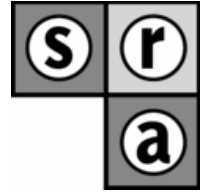




STUDENT RADIO AWARDS 2007 CATEGORY DEFINITIONS



1) Best Student Radio Station

This is awarded to the station that has made the biggest impact with its audience in the last year. They've achieved everything they aimed to do with flare and attitude whilst having a lot of fun.

Your entry should include:

Audio - the compilation of the best of your stations output. It should include output from across the schedule. Maximum audio entry length is 15 minutes.

Written - A maximum of 8 sides of A4 that include the following:

- The stations aims, objectives and programming policy
- Highlights and achievements during the 2006/2007 Academic year
- Special considerations or hurdles encountered in fulfilling remit and how these were tackled.
- Diagrams and images highlighting the above.

2) Best Female Presenter

This category is for a female student radio presenter who deserves particular recognition for their overall presentation style and skills as well as production and rapport with their audience.

Your entry should include:

Audio - Compilation of your best on-air output. Maximum audio entry length is 4 minutes.

Written - A maximum of one side of A4 about you and your show.

3) Best Male Presenter

This category is for a male student radio presenter who deserves particular recognition for their overall presentation style and skills as well as production and rapport with their audience.

Your entry should include:

Audio - Compilation of your best on-air output. Maximum audio entry length is 4 minutes.

Written - A maximum of one side of A4 about you and your show.

4) Newcomer of the Year

This category is for a member of a student radio station who has been working in radio for less than one year. They deserve particular recognition for their overall contribution to the station and not necessarily their presenting efforts.

Your entry should include:

Audio - A compilation of your best on-air contributions. Maximum audio entry length is 3 minutes.

Written - A maximum of two sides of A4 about everything you have achieved this year, both on and off-air.

5) Best Specialist Music Programming

This category is designed to recognise programmes that have a specialist music policy that is more tightly focused than the station's main playlist. Judges will consider one-off documentaries or specials but programmes must display a passion for music.

Your entry should include:

Audio- An unedited 20 minute segment (as broadcast) of your programme.

Written - A maximum of one side of A4 about how the programme was presented and produced with particular emphasis on how specialist music has been sourced and programmed.

6) Best Journalistic Programming

This category is designed to recognise programmes that form part of the station's news, sport or current affairs output. One-off special features or programmes will be considered as well as regular programmes and services. Special consideration will be given to programmes that are targeted at the student audience.

Your entry should include:

Audio - A compilation of the programme(s). Maximum audio entry length is 7 minutes.

Written - A maximum of two sides of A4 about how the programme was presented and produced with a particular emphasis on how stories and information were gathered, developed and compiled into an informative broadcast.

7) Best Entertainment Programming

This category recognises music based programming that forms part of the station's entertainment output with a particular emphasis on the items and links within, acknowledging the person or persons responsible for devising, writing and producing them.

Your entry should include:

Audio - A compilation of the programme(s). Maximum audio entry length is 7 minutes.

Written - A maximum of one side of A4 about how the programme is presented and produced with particular emphasis on how ideas are created, developed and incorporated into the overall programme.

8) Best Scripted Programming

This category recognises the creation of comedy or drama programmes; either designed to make listeners laugh or those containing fictional or story-based content or readings.

Your entry should include:

Audio - A compilation of the programme(s). Maximum audio entry length is 7 minutes.

Written - A maximum of one side of A4 about how the programme is presented and produced with particular emphasis on the scripting process. Additionally a maximum of one side of A4 to show a sample script or example prep work for the programme.

9) Best Interview

This category recognises an outstanding interview.

Your entry should include:

Audio - A single interview including the voice of the interviewer. Maximum audio entry length is 4 minutes.

Written - A maximum of one side of A4 about how the interview was presented and produced with particular emphasis on how the interview was arranged, researched, produced and executed.

10) Best Live Event/Outside Broadcast

This category is for programmes which were recorded outside of the station's studios. Judges will be examining the way in which entries captured the essence of the event.

Your entry should include:

Audio - A compilation of the programme(s). Maximum audio entry length is 4 minutes.

Written - A maximum of two sides of A4 about how the event/OB was planned, coordinated and executed with particular emphasis on where, why and how this coverage was achieved. (The written submission can include images of the event)

11) Best Technical Innovation.

This category celebrates the technical innovation that has improved your student radio station. You've identified a need and designed and developed an original, innovative and successful system or piece of engineering. Please bear in mind, judges of this category will not necessarily be technically inclined themselves.

Your entry should include:

Audio - (If appropriate.) Maximum audio entry length is 4 minutes.

Written - A maximum of four sides of A4 about how and why the innovation was designed, developed, how work was carried out and how it impacted on the way the station operates. (The written submission can include diagrams, images and illustrations)

12) Best Marketing/Branding

This category recognises stations with an increased awareness of on-air and off-air branding. This category is about the balance between on- and off-air station imaging and how the station communicates its image and values in order to attract and retain listeners.

Your entry should include:

Audio - A compilation capturing how the station's brand/image is represented on-air. Maximum audio entry length is 7 minutes.

Written - A maximum of six sides of A4 about how the marketing/branding of your station was developed and how it raised awareness of the station to your listeners. (The written submission can include images of events / publicity material)

NOTE: Please do not send promotional items such as t-shirts or pens. If you are particularly proud of them, take a photo and submit it as part of your written entry.