



Award Categories

1. Service to Minnesota Award – (2 awards – Radio & TV) based on previous criteria of community impact

Radio & TV – All sizes combined

2. MBA Leadership Award – (4 awards - Radio & TV; Metro & Non-Metro)

This award goes to someone who doesn't hold a managerial award but exhibits leadership through example, through coaching and encouragement. This person performs multiple duties and goes above and beyond in their expected role.

Entry Requirements:

- a) One letter of recommendation from their General Manager.
- b) A written outline of their role and two examples of their work – video, audio, presentations, speeches, etc.

3. MBA Technical Innovation Award – (2 awards - Radio & TV)

This award goes to a Broadcast Engineer, an IT Manager, a Technician or an engineering team who exhibited great work ethic and innovation on a project or series of projects in the period that set their station up for current and/or future success.

Entry Requirements:

- a) A written and visual layout of the project/projects.
- b) A GM letter of recommendation, and, if needed, a letter from other staff members impacted by the work.

4. MBA Marketing Award (Local Business) – (4 awards - Radio & TV; Metro and Non-Metro)

This award goes to a team or an individual with the most creative and impactful campaign for a local business.

Entry Requirements:

- a) The broadcast spot/s along with any social/graphic elements that supplemented the campaign.
- b) Client Testimony and/or evidence of the results from the campaign.

5. MBA Marketing Award (Station Promotion or Non-Profit Partnership) (4 awards - Radio & TV; Metro & Non-Metro)

This award goes to a team or an individual with the most creative and impactful campaign for the recipients' station, itself, or a non-profit organization in which the station partners with on an initiative.

Entry Requirements:

- a) Broadcast spot or spots along with any social/graphic elements that supplemented the campaign.
- b) Written or video testimony from the non-profit organization or the station itself and/or evidence of the results from the campaign

6. MBA Advocate of the Year (1 award)

This award goes to a person/group of people employed by a local station who make/s an impact outside of their own assigned station duties.

They volunteer in some way with an organization or for a cause that is tied to their station showing they go beyond the promotion or the work done on the airwaves.

Entry Requirements:

- a) One letter of recommendation from their General Manager.
- b) Visuals of the employee's involvement

7. MBA News Coverage of the Year – (4 awards- Radio & TV; Metro & Non metro)

This award will go to a station based on one story that a station continuously followed through the year or over a period of days that originated locally.

Entry needs to exhibit how the information was presented; how it impacted the community/viewers and/or how they informed the community on a change/solution.

Entries can involve but are not limited to breaking news, a weather event, continuation of one story or an investigative series.

Entry Requirements:

- a) A compilation of the news coverage (edited and/or live) up to 8 minutes.

b) A written summary from a station manager with background on the news coverage.

8. MBA Sports Coverage of the Year - (4 awards: Radio & TV; Metro & Non-Metro)

This award goes to an individual or a team who exhibited high engagement, energy and important information in their coverage of a sporting event or individual.

Entries may involve but not limited to a live play-by-play performance of a local game; a pre-produced sports story; a sportscast; a live program focused on highlights from multiple games.

Entry Requirements:

a) A visual or audible program or montage of work up to 10 minutes.

9. MBA Content Creator/s Award – (4 awards: Radio & TV; Metro & Non-Metro)

This award goes to a team or an individual that exhibits how their work keeps people watching and/or listening – even during a dull day or a heart-wrenching day.

The team/individual’s entry showcases their personality and shows who viewers/listeners have really come to trust and enjoy.

The content can be shown through TV, Radio or Podcasts connected to a TV or Radio station.

Entry Requirements:

a) A video/audio compilation up to 8 minutes of their work.

*The team should include no more than 3 people.

10. MBA “Power of Broadcast” Award – (4 awards: Radio & TV; Metro & Non-Metro)

The award goes to a station whose coverage helped steer/drive their community or even keep their community afloat during a moment/event/time that impacted them all. This award should go to a station that shows how they are a critical part of their communities.

The entry may show but is not limited to: how its news/weather coverage excelled in keeping people informed, how their work with local non-profits made a positive impact on the community, how the station has innovated to serve the needs of their viewers/listeners, how they have helped local businesses grow through strong advertising for their clients, etc.

Entry Requirements:

a) A Video/Audio montage of the work done on the airwaves up to 10 minutes – can include side interviews with others outside the station talking about the station’s impact.

- b) Links to any digital elements to support the entry
- c) An essay written by the station GM outlining the station's case for this award.
- d) At least 2 letters of support for the station from individuals within the region