

# VAB Voice | Monday, October 26, 2020



## Enter the VAB's "Production of the Year" Competition!



Although we had to cancel the 2020 Convention this past June due to COVID-19, the VAB is going to move ahead with a Virtual Production of the Year Awards Competition!

Now more than ever before, the VAB is excited to honor the outstanding television and radio commercials, promos, PSAs and digital content that has been created in-house and aired on Vermont stations and/or digital platforms over the last 12 months.

Entries will be judged on Creativity, Production Value, Copy-writing and the Ability to Evoke Response, reviewed by broadcasters in New Mexico and awards will be given in each of the following categories:

- Television Commercial
- Television Promo
- Television Public Service Announcement
- Television COVID-19 Specific Commercial, Promo or PSA
- Television Digital\* Commercial, Promo or PSA
- Radio Commercial
- Radio Promo
- Radio Public Service Announcement
- Radio COVID-19 Specific Commercial, Promo or PSA
- Radio Digital\* Commercial, Promo or PSA

*\*must have been posted on an FCC licensed VT Television or Radio station's digital platform (i.e. website, social media pages or aired on an advertisers website or social media pages) between October 1, 2019 – September 30, 2020 to qualify.*

## TO ENTER:

Email each entry separately to [vab@vab.org](mailto:vab@vab.org) by Friday, November 6, 2020 at 11:59 PM EST. Each entry MUST include the following information:

- Station Call Letters
- Category of Entry (Commercial, Promo, PSA, COVID or Digital)
- Title of Entry (i.e. "Free Hot Dog Day")
- Writer(s):
- Producer(s):
- Talent:
- Videographer (if applicable):
- If it's a digital\* entry, list at least (1) station or advertiser's digital platform it appeared on:



### Official Rules:

1. Entries must be emailed separately to [vab@vab.org](mailto:vab@vab.org) by Friday, November 6, 2020 at 11:59 PM.
2. Each station may submit (1) Commercial, (1) Promo, (1) Public Service Announcement of any length to be considered. Each station may also submit (1) COVID-19 Specific Commercial, Promo or PSA as well as (1) Digital\* Commercial, Promo or PSA to be considered.
3. Commercial, Promo and PSA entries must have aired on an FCC licensed VT Television or Radio station between October 1, 2019 - September 30, 2020.
4. \* Digital commercial, promo or PSA must have been posted on an FCC licensed VT Television or Radio station's digital platform (i.e. website, social media pages) or an advertiser's digital platform between October 1, 2020 – September 30, 2020.
5. Entries must have been written and produced locally by the submitting station.
6. Entries can only feature licensed music and the majority of the voice(s) must be non-union talent.

7. TV and/or digital entries must be sent in native resolution MPEG 3 or MPEG 4 via Dropbox to [vab@vab.org](mailto:vab@vab.org). YouTube or Vimeo links cannot be accepted.
8. To be eligible, stations must be VAB members in good standing. If you are not sure of your standing, email [vab@vab.org](mailto:vab@vab.org) or call (802) 233-0296.
9. There is no charge to enter the contest.

VAB reserves the right to feature winning spots in VAB publicity materials including the VAB Voice, [www.vab.org](http://www.vab.org) and our social media pages. Questions? Call (802) 233-0296 or email [vab@vab.org](mailto:vab@vab.org)

