



## OVERVIEW

The *Excellence in Radio Awards* (ERA) started in 2006 and were created with the aim of supporting and recognising quality in radio broadcasting in India. The Awards celebrates the very best of Indian radio, honouring outstanding programming, on-air personalities, marketing & promotions and creativity within the industry.

These categories are rewarded with the specially created *Excellence in Radio Awards* (ERA) trophy, an exclusive commissioned statute befitting the prestige and importance of the awards. The ERA is the benchmark of quality by which radio professionals, consumers and advertisers recognise, reward and celebrate outstanding content and creativity.

## ENTRIES SUBMISSION

All materials must have been originally broadcast between **16 January 2019 and 15 January 2020**. All awards materials must be submitted by **20<sup>th</sup> February 2020, 2.00pm, otherwise late fees applies. Final submissions are on 2<sup>nd</sup> March.**

Entry materials must be complete and submitted electronically via an online file transfer service, such as wetransfer.com and **emailed to awards@pim-asia.com**. Include also its corresponding excel sheets for the categories entered. Incomplete/incorrect entries will lead to disqualification. Upon receipt and confirmation of the entry materials and excel sheets, an invoice will be raised with payment information. For further inquiries, email to awards@pim-asia.com.

## ENTRY FEES

All associated bank charges, fees and applicable taxes are to be borne by the remitter. Final submission, with late entry charges, is on 2<sup>nd</sup> March, 12pm.

**\*SINGLE ENTRY: INR 6,500**

**\*LATE ENTRY: INR 8,000** (from 21<sup>st</sup> Feb)

*\* Awards fees are subject to applicable Government taxes. Any revision in the tax structure by the Government/Tax authorities, the same shall be applicable.*

An invoice with payment information will be sent to you via email only after the entry materials and excel sheets have been received and confirmed. Please allow for 2 – 3 working days.

## BE A JUDGE

Judging is conducted by professionals from the Indian radio industry. Our extensive panels of judges are multi-disciplined and they include radio, advertising, television and creative professionals. Judging is done off-site and entries are evaluated individually for their intrinsic merits – without comparing them with others. If you would like to be considered as part of the 2020 judging panel, please submit your interest online at <https://indiaradioforumcom.wordpress.com>

# 2020 EXCELLENCE IN RADIO AWARDS CATEGORIES

## PROGRAMMING CATEGORY

Awards for P01–P13 below are designed for shows that deserve particular recognition for their high standards, originality, professionalism and innovation. Entries from weekday or weekend shows are eligible. The show must be predominantly broadcast (more than 50%) in the language mentioned.

|   |   |
|---|---|
| <b>P01 Best Breakfast Show (Hindi)</b>              | <b>P08 Best Radio Show (English)</b>  |
| <b>P02 Best Breakfast Show (Tamil)</b>              | <b>P09 Best Radio Show (Gujarati)</b>   |
| <b>P03 Best Breakfast Show (Telugu)</b>             | <b>P10 Best Radio Show (Kannada)</b>  |
| <b>P04 Best Radio Show (Non-Breakfast – Hindi)</b>  | <b>P11 Best Radio Show (Malayalam)</b>  |
| <b>P05 Best Radio Show (Non-Breakfast – Tamil)</b>  | <b>P12 Best Radio Show (Marathi)</b>  |
| <b>P06 Best Radio Show (Non-Breakfast – Telugu)</b> | <b>P13 Best Radio Show (Hindi – Non-Metro Station)*</b>   |
| <b>P07 Best Radio Show (Bengali)</b>                | <i>*(Metro Stations refer to stations based in Bangalore, Chennai, Delhi, Kolkata &amp; Mumbai)</i> |

### SUBMISSION REQUIREMENTS (P01–P13):

**ONE MP3 FILE** containing 3 to 5 unedited show episodes across a minimum of 6 months, with a gap in-between. Only music, promos & adverts may be telescoped. Introduce each entry with a voice-over announcing entry name. **Total Duration: 10mins or less**  
- **ONE JPEG FILE** (high resolution) of the show crew or anything related to the show.  
- **PROGRAMMING OBJECTIVES** of how innovative, original or challenging the show is and why it deserves to win.

## P14 Best Radio Sparkler (Hindi)

Sparklers used in conjunction with a show to enhance the brand identity of the show. Sparklers must be broadcast for at least 3 months.

### SUBMISSION REQUIREMENTS (P14):

- **ONE MP3 FILE** containing between 3 to 5 sparklers promo (of same character & selected across 5 different weeks), with a 2 second gap in-between. Introduce each entry with a voice-over announcing entry name. **Duration: Each sparkler must be 2 mins or less**  
- **ONE JPEG FILE** (high resolution) of the show crew or anything related to the show.  
- **PROGRAMMING OBJECTIVES** of how innovative, original or engaging the sparkler is and why it deserves to win.

## TALENT CATEGORY

Award for T15–T24 is for an RJ who deserves particular recognition for his/her overall presentation style, use of music and rapport with the audience. **Show must not be pre-recorded before broadcast.**

|                                      |   |
|--------------------------------------|---|
| <b>T15 RJ of the Year (Hindi)</b>    | <b>T21 RJ of the Year (Kannada)</b>   |
| <b>T16 RJ of the Year (Tamil)</b>    | <b>T22 RJ of the Year (Malayalam)</b>   |
| <b>T17 RJ of the Year (Telugu)</b>   | <b>T23 RJ of the Year (Marathi)</b>   |
| <b>T18 RJ of the Year (Bengali)</b>  | <b>T24 RJ of the Year (Hindi – Non-Metro Station)*</b>  |
| <b>T19 RJ of the Year (English)</b>  | <i>*(Metro Stations refer to stations based in Bangalore, Chennai, Delhi, Kolkata &amp; Mumbai)</i> |
| <b>T20 RJ of the Year (Gujarati)</b> |   |

### SUBMISSION REQUIREMENTS (T15–T24):

- **ONE MP3 FILE** containing 3 to 5 unedited show episodes across a minimum of 6 months, with a gap in-between. Only music, promos & adverts may be telescoped. Introduce each entry with a voice-over announcing entry name. **Total Duration: 10mins or less**  
- **ONE JPEG FILE** (high resolution) of the RJ.  
- **RJ ACHIEVEMENTS** gives an indication of the RJ overall style and what makes the RJ special, how the RJ interact, entertains and builds rapport with the listeners and how he/she integrates music within the programme.

## PROMOTION & MARKETING CATEGORY

Awards for M25–M33 are for internally created single station spots broadcast in the language mentioned. (The use of syndicated or custom-produced music is allowed, providing it does not contribute “substantially” to the creative impact of the entry.)

|   |   |
|---|---|
| M25 Best Radio Promo - In-House (Hindi)   | M30 Best Radio Promo - In-House (Gujarati)  |
| M26 Best Radio Promo - In-House (Tamil)   | M31 Best Radio Promo - In-House (Kannada)   |
| M27 Best Radio Promo - In-House (Telugu)  | M32 Best Radio Promo - In-House (Malayalam) |
| M28 Best Radio Promo - In-House (Bengali) | M33 Best Radio Promo - In-House (Marathi)   |
| M29 Best Radio Promo - In-House (English) |   |

### SUBMISSION REQUIREMENTS (M25–M33):

- **ONE MP3 FILE** of a single spot promo. **Duration: 2 mins or less**
- **MARKETING OBJECTIVES** of the creative and compelling concept, production skills and effectiveness of the promo.

### M34 Best Radio Station Imaging

This award recognises excellence in creating an effective and distinctive ‘sound’ for a station. It could include brand jingles (whether or not day-parted) with style cuts and shots to establish and promote station identity.

### SUBMISSION REQUIREMENTS (M34):

- **ONE MP3 FILE** compilation of at least 3 example of different kind of station imaging, with a 2 second gap in-between. Introduce each entry with a voice-over announcing entry title. Promos submitted in languages other than Hindi or English, MUST include a translation in pdf. **Total Duration: 5 mins or less**
- **MARKETING OBJECTIVES** of the creative and compelling concept, production skills and effectiveness.

### M35 Best Radio Programme Packaging

This award recognises a well-constructed music and/or sound design and how they effectively fit into the overall theme and personality of the programme or show.

### SUBMISSION REQUIREMENTS (M35):

- **ONE MP3 FILE** of a single music/song/jingle. Introduce each entry with a voice-over announcing entry name. Promos submitted in languages other than Hindi or English, MUST include a translation in pdf. **Duration: 2 mins or less**
- **MARKETING OBJECTIVES** of the creative and compelling concept, production skills and effectiveness of the promo.

### M36 CSR Initiative Of The Year **\*REVISED**

This category is for any one-off or series feature programme that promote community organisations, events, social action initiative and campaign, through which radio has been used to affect the listening public in a positive way. The judges will be looking to recognise compelling, powerful programming with an impact that may have been made in fundraising, heightening public awareness & understanding of an issue, or in inspiring change in a community.

### M37 Best Interactive Idea

This category seeks to recognise a new idea for on-air interaction where the listener is significantly involved in contributing to the editorial content of a radio programme. This could be through phone calls, e-mails, text messaging, debate or correspondence.

### SUBMISSION REQUIREMENTS (M36-M37):

- **ONE MP3 FILE** containing between 3 to 5 unedited highlights of the radio show, with a 2 second gap in-between. Only music, promos & adverts may be telescoped. Introduce each entry with a voice-over announcing entry name. Promos submitted in languages other than Hindi or English, MUST include a translation in pdf. **Total Duration: 10 mins or less.**
- **ONE JPEG FILE** (high resolution) of the show crew or anything related to the show.
- **MARKETING OBJECTIVES** of the challenges and objectives involved and why it deserves to win.

### **M38 Most Creative Campaign**

This award recognises the station's unique and innovative concept aimed at meeting business objectives effectively. The entries will be judged based primarily on creativity concept as well as media execution.

*(PDF Write up should outline the objective and concept, highlighting the use of media platform, audience statistic and any other relevant material ie. Press Releases/Promotional Material/Campaign Element, etc.)*

### **M39 Best Marketing Campaign**

This award recognises the station's effective use of available media and its role in the overall success of the campaign.

*(PDF Write up should outline the objective and challenges, highlighting the media strategy, execution as well as the outcome along with supporting documents ie Press Releases/Promotional Material/Campaign Element, etc.)*

### **M40 Best On Ground/Activation by an FM Station**

This award recognises a station's skills in creating and implementing an on-ground activity that is integrated with the on-air product as well (not a standalone on-ground event). The entries will be judged based on the concept of the on-ground activity, the station's ability to create relevant hype around the on-ground activity and the kind of integration with the on air product. Conceptualisation of on-ground activity must be done in house.

*(PDF Write up should outline the ground activity, its objective and target audience and relevant audience statistic with supporting documents.)*

### **M41 Excellence in New Media Initiative**

This award acknowledges the station that has made the most use out of technology in innovative ways. It recognises the person or persons who have been responsible for executing programmes or activities using new media platforms, such as the Internet and mobile phones.

*(PDF Write up should include the initiative, outlining the rationale behind the station's use of new media platform, audience statistic, it's objective and achievement.)*

### **M42 Best New Launch**

*(current eligibility period is 16 Jan 2019 through to 15 Jan, 2020. Materials for M42 must relate to a single station per entry.)*

A single station's resume describing the station's engagement and promotion, on-air success and innovation, audience growth, excellent content, creativity and that X-factor.

*(Write up should outline the station objective and challenges, highlighting the audience involvement and promotion with supporting documents ie. Press Releases/Promotional Material/Press Cuttings, etc.)*

### **Best FM Network (No Submission Required)**

*(Points from the winning and runner up entries of the Programming, Talent and Promo & Marketing categories will be used to determine the winner of the Best FM Network. Only entries submitted directly by the stations will be counted towards points for Best FM Network Award. For each win in the various categories, the network will receive 10 points. Runner up will be awarded 6 points. The network with the highest number of points will be awarded Best FM Network Award.)*

#### **SUBMISSION REQUIREMENTS (M38-M42):**

- **A PDF WRITE UP** of 6 pages or less, including cover page. Within the write up, do include supporting material (pictures, articles, charts etc. Do NOT include any other pic, audio/video or powerpoint slides, as they will be removed or ignored during judging.)

## **ADVERTISING CATEGORY**

### **A44 Best Use of Music/Song/Jingle by an Advertiser in a Radio Spot**

*(\*IMPT: This A44 Award Category not open to radio stations to participate.)*

This award is for the best use of music, song or jingle by an advertiser. Only Advertiser, Ad Agencies & Media Agencies are eligible to participate.

#### **SUBMISSION REQUIREMENTS (A44):**

- **ONE MP3 FILE** of the radio promo. . Promos submitted in languages other than Hindi or English, MUST include a translation.

**Duration: 2 mins or less**

- **ONE JPEG FILE** (high resolution) of the company logo.

- **MARKETING OBJECTIVES** of the creative and compelling concept, production skills and effectiveness of the promo.



#### A45 Most Effective Use of Radio in an Activation Campaign

This award is for the best use of Radio to augment the other marketing activities being undertaken for a brand. (Not for self promotions of the Radio brand) Advertisers, Media Agencies, Ad Agencies & Radio Stations may participate. (Write up should outline the campaign, its objective, target audience, and the role Radio played. Must include at least 3 of the following – Radio Ad Spot [COMPULSORY], Video, On-Air Integration [R] Link/Contest/OB Link/Vox Pops] Images must be embedded in the write up. Website [live web address URL or screen grab of the webpages] can be included in the write up.)

#### A46 Most Outstanding Use of Radio In An Ad Campaign

This award is for the best use of radio in communicating the benefit of a product or a service. Only Advertiser, Ad Agencies & Media Agencies are eligible to participate.

(Write up should outline its objective, target audience, highlighting the use of media platform and relevant statistic. Website [live web address URL or screen grab of the webpages] can be included in the write up.)

#### SUBMISSION REQUIREMENTS (A44-A46):

- A PDF WRITE UP of 6 pages or less, including cover page. Within the write up, do include supporting material (pictures, articles, charts etc. Do NOT include any other pic, audio/video or powerpoint slides, as they will be removed or ignored during judging.)
- \*ONE MP3 FILE (MANDATORY) of the Radio Spot. **Duration: 5 mins or less**
- \*ONE QUICKTIME VIDEO (OPTIONAL) of 50MB or less. **Duration: 2 mins or less**
- \* Audio or Video submitted in languages other than Hindi or English, MUST include a translation in pdf.

For inquiries on the awards categories, contact Janet by email at [janet@pim-asia.com](mailto:janet@pim-asia.com) or Rajika at +91 77 99800889.

## SCREENGRAB EXAMPLE OF CD SUBMISSION

### FOLDER NAME - Company Name

**GREEN** - Programming / Talent / Promo & Marketing / Advertising

**ORANGE** - Awards Category (P01 - A43)

**YELLOW** - Entry Title

**RED** - Completed Excel Sheet

### (REMINDER) build your CD based on the guidelines here & note that:

- Audios are in Mp3
- Videos are in Quicktime .mov
- Write ups are in Word Document (no more than 6 pages)
- Transcript in pdf is necessary if submissions are not in Hindi/English.

Please ensure that all the submission materials are completed and submitted in a CD, along with the corresponding excel sheets for the categories entered. Do bear in mind that incomplete/incorrect entries will lead to disqualification.

Image of CD with Advertising Entries

| Name            | Kind                    |
|-----------------|-------------------------|
| Advertising     | Folder                  |
| M.Ad_Ad2015.xls | Microsoft Excel         |
| A43             | Folder                  |
| Save Water      | Folder                  |
| SaveWater.mp3   | MP3 audio               |
| SaveWater.mov   | QuickTime movie         |
| SaveWater.doc   | Microsoft Word Document |
| A41             | Folder                  |
| Army Affair     | Folder                  |
| ArmyAffair.mp3  | MP3 audio               |
| ArmyAffair.doc  | Microsoft Word Document |
| A40             | Folder                  |
| Turbo           | Folder                  |
| TurboV.mp3      | MP3 audio               |
| M.Ad logo       | TIFF image              |

Image of CD with Programming Entries

| Name               | Kind            |
|--------------------|-----------------|
| Programming        | Folder          |
| Jaiho_Prog2015.xls | Microsoft Excel |
| P01                | Folder          |
| Here Always        | Folder          |
| HereAlways.jpg     | JPEG image      |
| HereAlways.mp3     | MP3 audio       |
| P09                | Folder          |
| WHH                | Folder          |
| Whatthehaq.jpg     | JPEG image      |
| Whatthehaq.mp3     | MP3 audio       |
| P13                | Folder          |
| Be My Valentine    | Folder          |
| Valentines.jpg     | JPEG image      |
| Valentines.mp3     | MP3 audio       |

Image of CD with Talent Entries

| Name               | Kind            |
|--------------------|-----------------|
| Talent             | Folder          |
| Jaiho_Talent15.xls | Microsoft Excel |
| T14                | Folder          |
| RJJack             | Folder          |
| RJJack.JPG         | JPEG image      |
| RJJack.mp3         | MP3 audio       |
| RJill              | Folder          |
| RJill.jpg          | JPEG image      |
| RJill.mp3          | MP3 audio       |
| T22                | Folder          |
| RJMojo             | Folder          |
| RJMojo.jpg         | JPEG image      |
| RJMojo.mp3         | MP3 audio       |

Image of CD with Marketing Entries

| Name                  | Kind                    |
|-----------------------|-------------------------|
| Marketing             | Folder                  |
| Jaiho_Mktg15.xls      | Microsoft Excel         |
| M23                   | Folder                  |
| Deepavali Special     | Folder                  |
| Deepavali Special.mp3 | MP3 audio               |
| Kolkata Rock          | Folder                  |
| Kolkata Rock.mp3      | MP3 audio               |
| M31                   | Folder                  |
| Jaiho Station Promo   | Folder                  |
| Jaiho Promo.mp3       | MP3 audio               |
| M39                   | Folder                  |
| Kolkata               | Folder                  |
| Kolkata.doc           | Microsoft Word Document |

## **AWARDS TERMS & CONDITION**

All relevant permissions and copyrights are assumed to be cleared by the entrant. All entrant agree that award entries may be used at the discretion of India Radio Forum for educational and/or promotional purposes without further reference to the submitting company. Full credit will be given. India Radio Forum regrets it is unable to return these items once submitted.

In the event that any individual category attracts fewer than the minimum number of entries, the Organiser reserves the right to withdraw that category. Participating companies will receive a credit towards future entry fees. No cash refund will be given.

## **JUDGING PROCESS**

Judging of all materials submitted is conducted by professionals and drawn mostly from within the radio industry. The management has to be confident that the candidates can cast aside personal interest and professional loyalties. Judges have also been advised to declare any perceived problems or connections with a particular category and abstain from voting on any work for which they or their companies/stations have been involved.

Each panel and judge works totally independently from each other – there is no cross referencing nor consultation. The judges are asked to listen to each entry and make their evaluation based strictly on the evidence contained within the recording and/or write up submitted. Entries are evaluated individually for their intrinsic merits without comparing them with others and in effect, in competition with itself. It is measured by our jury of experts using industry-accepted standard of excellence.

The awards are not designed as a measure of popularity but to allow recognition of quality broadcasting by peers from within the industry. Judges retain the right to disqualify entries at their discretion. This includes entries that do not have a completed Marketing Objective, are not entered in the correct categories, or that do not conform to the technical specifications.

Differences such as company size, budget, market share, etc. are taken into account. If you do not include your Marketing Objective, your entry will be disqualified. A Marketing Objective is a statement of your goals, mission or challenge, results expected and achieved, or the creative brief; it is not a description of the piece.

Based on the final score, awards may or may not be awarded in some categories. This is at the discretion of the awards committee and management. We want you to have the best possible chance of winning, so please read the category descriptions and entry requirements carefully.

## **THE AWARDS SHOW**

Winners will be announced at the Excellence in Radio Awards Show. If you are unable to pick up your awards at the Awards ceremony, arrangements can be made with our offices for delivery chargeable to you. Your preferred courier information will be required for delivery. For more information, please visit our website [www.indiaradioforum.com](http://www.indiaradioforum.com). In an event where the Awards Ceremony is not able to take place, the winners will be notified and the results will be posted on the official website. The trophies will be delivered via post.

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