



STATION AWARDS

The Iowa Broadcasters Association Awards Program will be sponsored annually by IBA to recognize outstanding achievement by Iowa radio and television broadcasters.

This competition was established in 2024 to encourage the highest standards of reporting, community service and production creativity. It brings the ultimate prize—peer recognition to members of the broadcast industry in Iowa.

- Awards for Outstanding Achievement in Broadcasting will be presented during the 2026 Iowa Broadcasters Association Annual Convention.
- The winning stations or broadcasters must be present during the awards presentation.
- Only IBA member radio and television stations are eligible to participate.
- **Awards are based on projects first aired between January 1 and December 31, 2025.**
- All stations must use RockOurAwards.com for submissions.
- There is a \$55 entry fee for each entry.

TV DIVISIONS

Stations will be judged in two separate divisions for all categories.

- Large Market Division Includes Markets 1-100
- Small Market Division Includes Markets 101+

RADIO DIVISIONS

- Rated Market
- Unrated Market
- Non-Commercial/College

QUESTIONS?

CONTACT THE ASSOCIATION: eharris@iowabroadcasters.com

RULES AND REGULATIONS

WHO CAN ENTER?

Competition is open only to member stations; however, non-member stations may qualify by joining the IBA prior to entering.

ENTRY AIRED WHEN?

Entries must have aired anytime during the 2025 calendar year.

HOW DO I SUBMIT?

All Stations must use RockOurAwards.com

PRODUCING FOR OTHERS?

News organizations producing news for stations other than their own may enter in any eligible category but may not enter more than one entry per category per news organization. In other words, if a television station produces news for another station, it may only enter one time in the Outstanding Newscast category.

WHO CAN WIN?

Once our judges have made their decisions, winners will be notified, and the IBA office will need the following from winners depending on category of entry entered: an excerpt of the entry, the name of the individual who will accept the award and the station logo.

WHAT IS SHOWN AT THE CONVENTION?

Only winning excerpts from the listed categories will be shown at ceremony.

BROADCASTING AWARDS CATEGORIES

Limited entries are noted by category. Judges reserve the right to give no award in a category. Nationally syndicated shows that are produced and aired in Iowa are eligible for any award category.

DEADLINE FOR ALL SUBMISSIONS

The deadline is **Wednesday, April 29, 2026**.

TV AWARDS

For Each Category, one award will be given in the Large Market Division, and one award will be given in Small Market Division.

BREAKING NEWS COVERAGE (Single Report or Continuing Coverage)

This award recognizes excellence in covering breaking news, from the initial response to continuing coverage within the next 24 hours. For the purposes of this entry, "Breaking News" is considered an unplanned event or release of information that has – or may have - a significant impact on your audience.

Maximum length of entry – 30 minutes

Criteria: Clear and factual presentation of information, effective use of medium and technology, ability to follow new developments and uncover additional elements of the story.

NEWSCAST

A locally originated newscast. Entries should include a single newscast of no more than 30 minutes.

Maximum length of entry – 30 minutes

Criteria: Presentation, production values, interest of stories presented and overall impact of the newscast.

NEWS SPECIAL OR DOCUMENTARY

A single, self-contained report or program which is a least 30 minutes in length.

Maximum length of entry – 30 minutes

Criteria: Significance, resourcefulness, comprehensiveness, thoroughness of research, and production value.

SEVERE WEATHER COVERAGE (Single weathercast or continuing coverage)

Keeping audiences safe during potentially dangerous weather is one of the most important things local broadcasters do. This category recognizes excellence in coverage of severe weather events, utilizing to the full advantage the station's personnel, technology, digital/social platforms (may include user-generated content).

Maximum length of entry – 10 minutes. (Edited compilation allowed).

Criteria: Clear presentation of facts, effective storytelling, use of available content and technology to enhance audience understanding.

SPORTS REPORTING (Sportscast, Single/Series Report, Play-by-Play)

Outstanding sports reporting goes beyond scores and highlights and requires innovative storytelling and creative presentation. This is the category for enterprising features, in-depth reporting or compelling live play-by-play broadcasts.

Maximum length of entry – 5 minutes. (Edited compilation allowed).

Criteria: delivery, creativity, impact, production values

LIFESTYLE PROGRAM

This category will recognize excellence in a locally produced program featuring lifestyle content. Content may include live and pre-produced segments and interviews focusing on health and wellness, home and garden, parenting, education, community organizations, local events and initiatives, etc. Entries can include broadcast or digital-only content.

Maximum length of entry – 10 minutes. (Edited compilation allowed).

Criteria: relevance, presentation, delivery, production quality, impact and entertainment value.

SERVICE TO IOWA – STATION INITIATIVES with IMPACT:

Community Service is a guiding principle of Iowa Broadcasters. This category is designed to recognize stations for outstanding efforts that inform, inspire, and bring out the best in their audiences. Submissions should be focused on a single topic, project or initiative a station or staff member has chosen to champion. From raising funds and awareness to gathering supplies and volunteers, we want to see how you are using the power of broadcast and digital media to make your community, state and/or world a better place!

Optional brief description of project and objectives may be included for context and consideration.

Maximum length of entry – 10 minutes.

Criteria: impact, significance, relevance and ability to inspire!

OUTSTANDING STATION PROMOTION (single spot or campaign)

A single spot or campaign intended to promote the station's value to a larger audience. Entries can include broadcast and/or digital content. Submissions must be written and produced by station personnel without ai assistance. With the exception of licensed logos and music tracks, content produced by an outside agency is ineligible.

Maximum length of entry – 3 minutes.
Criteria: creativity, production values, effective messaging.

OUTSTANDING COMMERCIAL PRODUCTION (single spot or campaign)

A single commercial or series of commercials for one client. Entries can include broadcast and/or digital content. Submissions must be written and produced by station personnel without ai assistance. With the exception of licensed logos and music tracks, content produced by an outside agency is ineligible.

Maximum length of entry – 3 minutes.
Criteria: creativity, production values, effective messaging.

OUTSTANDING PUBLIC SERVICE CAMPAIGN (single spot or campaign)

A single spot or campaign supporting a local non-profit organization, event or initiative. Entries can include broadcast and/or digital content. Submissions must be written and produced by station personnel without ai assistance. With the exception of licensed logos and music tracks, content produced by an outside agency is ineligible.

Maximum length of entry – 3 minutes.
Criteria: creativity, production values, effective messaging.

DIGITAL EXCELLENCE

Overall station use of social media platforms and website to connect with its audience and inform the public. Entries should include links to relevant social media accounts and websites and an up to 200-word description of the station’s social media and website strategy.

Maximum length of entry – 10 minutes
Criteria: Quality of updates, use of user-generated content, and use of audio and visuals.

RADIO AWARDS

For each category, one award will be given in each Division of Rated Market, Unrated Market and Non-Commercial/College.

BREAKING NEWS STORY

A series of reports on initial coverage of a breaking or “unplanned” news event (including storm coverage), branded as “Breaking News,” under immediate deadline, and within 24 hours of the breaking news event (Extended, in-depth coverage should be submitted in the Continuing Coverage Category). National or international stories must include a local/Iowa angle.

Entries should include a series of reports edited into a single compilation that is no more than 10 minutes in length.

Maximum length of entry – 10 minutes.
Criteria: Manner in which the news organization responded, presentation of facts, delivery, follow-ups, and news elements uncovered.

NEWSCAST

A locally originated newscast. Entries should include a single newscast of no more than 20 minutes.

Maximum length of entry – 20 minutes.
Criteria: Presentation, production value, interest of stories presented, and overall impact of the newscast.

SPORTS REPORTING (Sportscast or Single/Series Report)

Outstanding sports reporting goes beyond scores and highlights, requiring innovative storytelling and creative presentation. This is the category for enterprising features, in-depth reporting.

Maximum length of entry – 5 minutes. (Edited compilation allowed).

Criteria: delivery, creativity, impact, production values

SPORTS PLAY-BY-PLAY

This award honors the best locally originated sports play-by-play. All submissions **must** come from the originating stations, not from network affiliates.

Maximum length of entry - 5 minutes

Criteria: Presentation of facts, creativity, and delivery.

SERVICE TO IOWA – STATION INITIATIVES with IMPACT:

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Optional brief description of project and objectives may be included for context and consideration.

Maximum length of entry – 10 minutes.

Criteria: impact, significance, relevance and ability to inspire!

OUTSTANDING COMMERCIAL PRODUCTION (single spot or campaign)

A single commercial or series of commercials for one client. Entries can include broadcast and/or digital content. Submissions must be written and produced by station personnel without ai assistance. With the exception of licensed logos and music tracks, content produced by an outside agency is ineligible.

Maximum length of entry – 3 minutes.

Criteria: creativity, production values, effective messaging.

OUTSTANDING STATION PROMOTION (single spot or campaign)

A single spot or campaign intended to promote the station's value to a larger audience. Entries can include broadcast and/or digital content. Submissions must be written and produced by station personnel without ai assistance. With the exception of licensed logos and music tracks, content produced by an outside agency is ineligible.

Maximum length of entry – 3 minutes.

Criteria: creativity, production values, effective messaging.

DIGITAL EXCELLENCE

Overall station use of social media platforms and website to connect with its audience and inform the public. Entries should include links to relevant social media accounts and websites and an up to 200-word description of the station's social media and website strategy.

Maximum length of entry – 10 minutes

Criteria: Quality of updates, use of user-generated content, and use of audio and visuals.

ONE TV & ONE RADIO AWARD WILL BE GIVEN ACCOUNT EXECUTIVE

Acknowledge a TV or Radio Account Executive based on proven behaviors that have led to success for their company and their clients. The nominees should be seen as among the most valued salespeople at their station, and also as their most valued and trusted advertising representative by many of their clients.

Nominee eligibility:

- Must be currently working as a TV or Radio salesperson.
- Must have been employed in that role for a minimum of one year at time of nomination.

Nominations:

- Must be made by a current supervisor –sales manager, director of sales or general manager.
- Limit one nominee per station.
- Form must be submitted as Word or PDF file with all answers typed in 12 point type and not to exceed two (2) pages in length, answering the following questions in the order shown:

-Name of Nominator and relationship to Nominee

-Name of Nominee

-What was the professional path that led your AE to your team and how long has he/she worked for you? (Work background)

-What specific behaviors and activities does this AE show that has led to his/her success this past year?

-Please provide a specific example that demonstrates why your nominee should be named Account Executive of the Year