

The Student Radio Awards 2015, supported by BBC Radio 1 and Global

Entry Information Pack

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WHILST OUR WEBSITE IS DOWN FOR REPAIR. PLEASE ENSURE YOU CHECK BACK WHEN OUR WEBSITE
IS RESTORED TO ENSURE THAT CATEGORY DESCRIPTIONS AND RULES HAVE NOT CHANGED.

The Student Radio Awards, supported by BBC Radio 1 and Global Radio are the definitive celebration of student radio. Over the years student radio has launched the careers of Scott Mills, Rich Clarke, Simon Mayo, Greg James and Annie Mac to name but a few. The Awards serves both to celebrate the diversity of content and talent in student radio and to help launch the next generation of radio talent into the radio industry. The Awards process takes place every year through the summer months with over five hundred entries across twelve categories being judged by over one hundred industry professionals to produce a shortlist of six nominees in each category. These nominees are whittled down to a Bronze, Silver and Gold award winner by some of the biggest names in radio. The star-studded ceremony takes place each year at the indigO2 arena each year to rival even the biggest awards in the media world. For 2015 the Awards are now in their twentieth year and have developed into one of the key events in the radio calendar.

Key Dates

The Awards entry system will open shortly (follow our Twitter account @SRA for details) and will close on Friday, July 17th 2015. Entries must be submitted before that time, as no late entries will be accepted.

Any questions?

Please send any queries to awards@studentradio.org.uk and we will aim to get back to you within seventy-two hours.

Categories

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 flair and attitude, whilst having a lot of fun. Something a bit like your station's "business plan "

- Audio: A compilation of the best of your station's output. It should include output from across the schedule. Maximum audio entry length is 15 minutes.
- Written: A maximum of 8 sides of A4 (submitted digitally) that include the following:
 - The station's aims, objectives and programming policy
 - Highlights and achievements during the 2014/2015 academic year
 - Details of hurdles encountered (if any) in fulfilling remit and how these were tackled.
 - Diagrams and images highlighting the above where appropriate.

Best Marketing & Station Sound

This category recognises stations with an increased awareness of on-air, off-air and online branding. Entrants understand 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. This category is where any marketing tools used throughout the year should be discussed, including social media.



student radio
association

- 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 submitted digitally 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)

Best Male Presenter

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

- Audio: A compilation of your best on-air output. Maximum audio entry length is 4 minutes.
- Written: A maximum of 500 Words about you and your show.

Best Female Presenter

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

- Audio: A compilation of your best on-air output. Maximum audio entry length is 4 minutes.
- Written: A maximum of 500 Words about you and your show.

Best Newcomer

This category is for a member of a student radio station who has been involved for less than one year in student radio as a whole. They deserve particular recognition for their overall contribution to the station and not necessarily their presenting efforts. This award is open to students who can provide details of their achievements not only on air, but also off air as well. The written description from the entrant should include information for the judges about how they got involved in the station.

- Audio: None.
- Written: A maximum of 2 pages in PDF format about everything you have achieved this year, both on and off air (1 page from the individual applying, 1 page to be written by your station manager or similar).

Best Entertainment Programme

This category recognises 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. An example of the genre would be a breakfast programme.

- Audio: A compilation of the programme(s). Maximum audio entry length is 7 minutes.
- Written: A maximum of 600 words about how the programme is presented and produced with particular emphasis on how ideas are created, developed and incorporated into the overall programme.

Best Interview

This category recognises one outstanding interview. Interviewees, for example, could be: MPs, celebrities, bands or university/students' union staff.

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



- **Written:** A maximum of 600 words about how the interview was executed with particular emphasis on the way it was arranged, researched, presented and produced.

Best Journalistic Programming

This category is designed to recognise programmes that form part of the station's news 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. This category is for programmes that are 'aimed to inform'.

- **Audio** A compilation of the programme(s). Maximum audio entry length is 7 minutes.
- **Written** A maximum of 1000 words 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.

Best Speech Programming

This category recognises the creation of speech programming that is aimed to entertain. This can include comedy or scripted dramas, panel shows and programmes designed to make listeners laugh as well as shows containing fictional, story-based content or readings.

- **Audio:** A compilation of the programme(s). Maximum audio entry length is 7 minutes.
- **Written:** A maximum of 600 words about how the programme is presented and produced with particular emphasis on the preparation and scripting process.

Best Event or Outside Broadcast

This category is for programmes that were produced outside of the station's studios. Judges will be examining the way in which entries captured the essence of the event and how the OB connected with both the audience at the event and the audience listening to the programme. Your entry should clearly detail how technical difficulties were overcome in producing the broadcast. You should also use your written entry to tell the judges how you used technology to bring this broadcast to air.

- **Audio:** A compilation of the programme(s). Maximum audio entry length is 4 minutes.
- **Written:** A maximum of 400 words about how the event/OB was planned, co-ordinated and executed with particular emphasis on where, why and how this coverage was achieved. (The written submission can include images of the event).

Best Technical Achievement

This category celebrates a technical development that has improved your student radio station. You have identified a need and designed and developed a practical, successful engineering or IT based solution to fulfil this need. You should show the judges the usability of your product, and how the project was managed. Entries score highly here when a project shows a particularly high level innovation and originality. Be sure to include additional material by way of uploaded content.

- **Audio (if appropriate):** Maximum audio entry length is 4 minutes.
- **Written:** A maximum of 1000 words about how and why the innovation was designed, developed, how work was carried out and how it impacted on the way the station operates. (up to 4 diagrams, images and illustrations may be uploaded as jpg, gif, png or pdf - but the main written entry should be submitted through the web system).



Best Specialist Music Programming

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

- Audio: A compilation of the programme. Maximum audio entry length is 7 minutes.
- Written: A maximum of 600 words about how the programme was presented and produced with particular emphasis on how specialist music has been sourced and programmed.

Best Multi-Platform Initiative

This new category recognises shows that have extended their reach by utilising multi-platform channels to engage with existing listeners and attract new ones. Perhaps your show makes exemplary use of Facebook and Twitter to carry on the conversation when you're not on air, maybe you've built an online community on Tumblr, Reddit or elsewhere, or you could be producing engaging visual content to support your show on Vine or YouTube. Whether your show is doing some, or all of these things, this category will celebrate the very best examples.

- Written: A maximum of 1,000 words about the multi-platform channels you use, how you integrate these with your show and how you use them to engage your audience. You should include generic URLs for your Facebook / Twitter / YouTube / AudioBoom etc accounts, as well as one or two direct links to specific pieces of content that you are particularly proud of.

Best Sports Programming

This category is designed to recognise programmes that form part of a station's sport output. One-off specials such as Varsity or live match reporting will be considered as well as regular sport or panel shows. The entry must display a knowledge and passion for sport at the level it is covered. Your entry should include:

- Audio: A compilation of the programme(s). Maximum audio length is 6 minutes.
- Written: A maximum of 600 words about how the programme is presented and produced, with a particular emphasis on the structure of the show, as well as the planning and research process.

The Student Radio Chart Show Award

This is a special award presented by the Student Radio Association to honour the station deemed to have best hosted the Student Radio Chart Show. The award will primarily be judged on the presentation skills and production values demonstrated by the stations when they hosted the show, although the winning station must also have shown professionalism and consistency in being a part of the syndication. Any station who hosted the SRA chart can enter this category - however you must produce a 3 minute audio 'best of' for your show.

- Audio: A 3 minute audio 'best of' for your show hosting the Student Radio Chart
- Written: None required for this entry as judges will instead use information on how the station participated in the overall chart process (syndicating other station's shows, professionalism in their show etc.) in judging the entry

The Kevin Greening Creativity Award

This category is a special annual award to recognise the unique on air creativity of a presenter and/or show team's exceptional execution of innovative radio. This could range from a link from music or speech radio, a feature, a drama or interview to an



overall programme, competition, or station message. Each first round judge will be asked to listen out for something they feel fitted the criteria of creativity out of all the entries. It should be something new and creative that stood out from the standard criteria of their category that made the judge stop and listen. They will be passed onto the judges of this award and judged accordingly. Judges in the first round do not have to refer an entry to this category.

It may be that winners of this award aren't nominated for the category they originally entered, but the Judges saw a high level of creativity to nominate them for this category regardless. There will be a Bronze, Silver and Gold award in this category, although there shall be no public nominations listed.

Rules

The following information outlines the rules regarding entering the Student Radio Awards 2015, supported by BBC Radio 1 and Global. You should read them carefully and ensure that you are familiar with them. If you have any questions or need any assistance please email awards@studentradio.org.uk and we'll get back to you as soon as possible. We advise you email with lots of time to spare, as we get very busy during the last week of entries.

1. Eligibility to Enter

1.1 Entries may ONLY be made by stations or individual members that are members of the Student Radio Association at the submission deadline. Any station that is not a paid-up member, or who has been suspended (for outstanding debts for example) will not be eligible to enter.

1.2 Only students or recent graduates (within the past thirteen months) can enter the individual award categories (see section 2.1).

1.3 Community members of stations are ineligible to enter the student radio awards on an individual basis.

1.4 Community members may form part of a Group or Station Award entry (see section 2.1) in a production role, provided that ALL voices (including regular contributors) in the entry (with the exception of voiceovers and interviews) are students.

2. Awards Categorisation

2.1 The awards shall be categorised as follows:

Individual Awards

- Best Male
- Best Female
- Best Newcomer
- Best Interview

Group Awards

- Best Entertainment Programme
- Best Specialist Music Programming
- Best Journalistic Programming
- Best Speech Programming
- Best Multplatform Initiative
- Best Live Event or Outside Broadcast



- Best Sports Programming
- Best Technical Achievement

Station Awards

- Best Student Radio Station
- Best Marketing and Station Sound
- The Student Radio Chart Show Award

2.2 An entry may ONLY be entered into one category. Where an entry appears eligible for more than one category, entrants should carefully select the category within which their work will be most effectively showcased. Individual clips may be used in multiple entries, provided the entries are significantly different (e.g. using a clip of an Outside Broadcast in your Best Male Entry).

3. Judging

3.1 All material will be judged as received and the Student Radio Association and the judges are under no obligation to amend an entry once it has been submitted.

3.2 If insufficient entries are received, a decision will be taken by the Student Radio Association and the judges to not judge the category – in such circumstances, entry fees will be refunded.

3.3 Judging is coordinated and carried out by ASRA (the Association for Student Radio Alumni). The SRA and ASRA will not discuss or answer questions regarding the judging process and their decision regarding winners is final.

3.4 The Student Radio Association, ASRA or any supporters of the awards accept no responsibility for awards that are not received. It is the sole responsibility of the entrant to ensure entries are submitted as they would like them to be judged.

4. Process

4.1 Entries shall be submitted through the Student Radio Awards website: www.studentradioawards.co.uk.

4.2 It is the responsibility of the entrant to ensure all parts of the entry, including written, audio, tracklisting and photos are correctly submitted. We advise you write all entries in a text editor so that you can save a copy, before copying into the awards entry system.

4.3 Entries do not need to all be submitted at one time as these can be saved and updated at any time.

4.4 The closing date for entries is 5pm on Friday, July 17th 2015.

5. Submission Material

5.1 Audio must be submitted in MP3 format at 128kpbs (or below).

5.2 Audio lengths vary depending on award and you must ensure that audio does not exceed the maximum duration specified. The judges will not listen to audio beyond the time limit, but you should not feel the need to pad your entry with redundant material simply to hit the maximum duration.



5.3 Audio submitted must not be altered since transmission or internally edited. To this end, you may pick highlights from a number of shows to create a package of material, but you should not alter/edit single links (to remove pauses, change the content etc.) unless it is clearly indicated using some form of zing.

5.4 The judges will consider your entry 'as heard' by a listener and will not welcome the insertion of additional audio, such as specially recorded voice links or introductions. Audio should have been recorded and transmitted within the last year (since the closing date of the previous years Awards)

5.5 Written submissions should include a summary to position your entry, giving it context explaining how it served your audience and meet your objectives.

5.6 Written entries vary in length depending on the award, and you should ensure your entry does not exceed this count. This should be using the entry system word count, not your word processors.

5.7 PDF entries can be designed as you wish, including pictures etc. but included text should not be smaller than 11pt. Entries will be first and foremost judged on the content, not presentation.

5.8 A running order outlining the sequence and content of your audio submission is recommended, but not required. This does not count your word count, but is particularly important when submitting an entry that consists of a compilation of extracts.

6. Penalties

6.1 Any deviation from these rules may result in disqualification from the awards.

6.2 The decision of the Student Radio Association Executive will be absolute and final. No correspondence will be entered into regarding this.

6.3 If a complaint is upheld against an entry, the Student Radio Association withholds the right to revoke an award from an individual or station, and reward this accordingly as they see fit. 6.4 In submitting entries, particularly with regards eligibility, it is the responsibility of the Station Manager to ensure that all entrants (or voices in their entry as per 1.4) are eligible to enter the awards.

7. Payment

7.1 The cost for each entry submitted will be £5.83 (plus VAT). Payment for entries should be made together.

7.2 Payment may be made via online payment using debit/credit card (via PayPal).

7.3 Payment for five or more entries may be made by payment of an invoice, produced online. This must be sent to a valid University/Students' Union/Student Station address, and be in the name of (and authorised by) the Station Manager. Invoices must be paid within fourteen days of their creation.

8. Prizes

8.1 The Gold Award winner in each category will receive a Student Radio Awards trophy and a certificate. Silver and Bronze Award winner will also each receive a certificate following on from the awards.



8.2 Additional prizes, such as work experience placements with SRA supporters, may be awards to stations. These are given at the absolute discretion of the supporters and the SRA and may be removed at any time.

9. Usage of Entries

9.1 The Student Radio Association cannot undertake the return of submissions, and do not guarantee to offer feedback on any the entries received.

9.2 Any part of your submission may be used for promotional purposes, and the Student Radio Association withholds the right to share these as they see fit online, through the Student Radio Awards website and with any other party they deem worthwhile.

9.3 All entrants will receive acknowledgement of receipt of their entry within two weeks of submission.

