



The PPI Radio Awards *Celebrating 10 years of excellence in radio*



the ppi
radio awards



❖ **INTRODUCTION** ❖ *Welcome to the PPI Radio Awards 2010 on this our 10th anniversary. The Awards celebrate the art and skill of radio production and programming and have become the Oscars for Radio in Ireland, with entries increasing in both quantity and quality each year.*

The impact of radio on all our lives is a significant one, and the PPI Awards salute the contribution of writers, broadcasters, producers, reporters, presenters and technicians alike, in informing, educating and entertaining listeners throughout Ireland.

The Awards are constantly evolving and the organising committee meets on a regular basis to see what changes should be considered to keep them fresh and relevant. In January this year we hosted a Master Class to update the industry on entry and judging procedures. We have decided not to make any changes to categories this year but have increased the number of

Judges due to the high level of entries. We are retaining the Silver and Bronze awards in each category in addition to the Gold award for the overall winner.

The closing date for your list of entries on-line this year is Friday 23rd July 2010 and the closing date for the receipt of the actual entries on CD is Tuesday 27th July 2010. To qualify, entries must have been broadcast between 1st July 2009 and 30th June 2010.

We are pleased to announce that the specific date nominated for entries to Group F is Friday 12th March 2010.

The shortlist of finalists in each category will be announced on

Monday September 20th and as always the winners will be a closely guarded secret until the awards ceremony itself.

The tenth anniversary Awards night is on Friday October 8th and we are delighted to return to Lyrath Estate Hotel in Kilkenny which has proven to be such a successful venue.

We look forward to receiving your entries and to welcoming you to Lyrath for a great party!

Dick Doyle
Chief Executive, PPI

Michael O'Keefe
Chief Executive, BAI

❖ **AWARD CATEGORIES FOR 2010** ❖

Group A

Music Programming Awards

- A1 Music Programme – General
- A2 Music Programme – Specialist
- A3 Breakfast Programme
- A4 Music Special
- A5 New Irish Music/
Musical Talent Programme

Group B

News & Sports

Programming Awards

- B1 News Story
- B2 News Bulletin
- B3 News Programme
- B4 Current Affairs Programme
- B5 Sports Story
- B6 Sports Programme

Group C

Speech Programming Awards

- C1 Documentary/Feature
- C2 Short Feature
- C3 Speech Driven Magazine Programme
- C4 Drama
- C5 Specialist Speech Programme
- C6 Craoltóireacht le Gaeilge

Group D

General Programming Awards

- D1 Community/Social Action
- D2 On-Air Competition/
Promotions
- D3 Station Imaging
- D4 Entertainment Inserts
- D5 Innovation

Group E

Personality Awards

- E1 Music Broadcaster of the Year
- E2 Specialist Music Broadcaster of the Year
- E3 News Broadcaster of the Year
- E4 News Reporter of the Year
- E5 Sports Broadcaster of the Year
- E6 Speech Broadcaster of the Year
- E7 Outstanding Achievement Award

Group F

Station of the Year Awards

- F1 Local Station of the Year (only open to stations with ASA under 500k)
- F2 Music Station of the Year
- F3 Full Service Station of the Year

HOW TO ENTER

WHAT ARE THE CONDITIONS OF ENTRY?

The aim of the PPI Awards is to celebrate programming that caters principally for the needs of the radio audience on the island of Ireland.

To qualify, entries must have been broadcast between 1st July 2009 and 30th June 2010. If this was not the first broadcast, the date of the first broadcast should be clearly stated.

Once submitted, entries remain the property of the PPI Radio Awards and cannot be withdrawn.

Please note that entries will only be accepted on CD (CD Audio format only) and that each individual entry must be supplied on a separate CD. Entries received in any other format will not be admitted for judging.

Each programme may only be entered in one programme category and only once into that category.

It is in your own interest to read the entry conditions and category descriptions carefully to decide whether your proposed submission is eligible for the category you have selected, and to find out what materials you will need to support your entry.

Disqualification may occur if the submission requirements are not fulfilled.

WHO CAN ENTER?

Licensed terrestrial commercial and public service radio stations operating on the island of Ireland. Entries must originate in, and be first broadcast on the island of Ireland. Independent producers are eligible to enter and must present proof of transmission by the relevant qualifying station.

HOW DO I ENTER?

Go to www.ppiradioawards.com. Click on "Entry Form" and follow the instructions to enter on-line.

Once you have submitted your on-line entry and printed your completed entry forms (4 copies print off automatically when you select "print"), you will need to put together the following:

- 1 FOUR copies of your broadcast submission on separate CDs – CD Audio format only (no other format is acceptable). Please ensure that each CD is clearly labeled with the programme title and category.
- 2 FOUR A4 envelopes (no larger, no smaller).
- 3 FOUR copies of your signed entry form (printed off automatically when you select "print").
- 4 Required supporting material.
- 5 A euro cheque or bank draft for €100 per entry. **Every third entry is free.** This cheque, made payable to PPI Radio Awards, should be put in a separate envelope and included with your CD entries.

Payment can be made by credit/debit card – please call Mary on (071) 966 4571.

OK, NOW WHAT DO I DO?

Into Envelope ONE (master envelope held by secretariat), place:

- 1 Your entry on CD
- 2 Your signed entry form
- 3 Your supporting material
- 4 A cheque or bank draft made payable to PPI Radio Awards
- 5 If you are making multiple entries you **MUST** attach a reference sheet detailing the categories covered by this payment. Don't forget that entry is free for Station of the Year Group F, and that every two paid entries received entitles you to a third entry free.
- 6 Independent producers need a letter, signed and dated, acknowledging proof of broadcast by a qualifying station.

Into each of Envelopes TWO, THREE and FOUR place a copy of your entry on CD, your entry form and supporting material. These three envelopes will be forwarded to the judges by the secretariat.

Affix the completed labels detailing your entry onto each of these four envelopes. The labels are attached to the entry forms you print out once you have submitted your entry on www.ppiradioawards.com

An acknowledgement of your on-line entry will automatically issue.

HOW TO ENTER

WHERE SHOULD I SEND MY ENTRIES?

Entries should be delivered to
Mary Menton
PPI Radio Awards 2010
PPI
1 Corrig Avenue
Dún Laoghaire
Co. Dublin

The secretariat cannot undertake the return of submissions as they are archived for educational and reference purposes only. Neither PPI, BAI nor the organising committee accepts responsibility for any entries lost or damaged in transit.

WHEN IS THE CLOSING DATE?

Entries must be on-line at www.ppiradioawards.com and be completed no later than 4pm on Friday 23rd July 2010

CD entries, together with your payment, should be received no later than 4pm on Tuesday 27th July 2010.



CHECKLIST

PLEASE NOTE

Your final list of entries must be completed on-line by 4pm on Friday 23rd July 2010.

Your entries on CD, with your payment, are due by 4pm on Tuesday 27th July 2010.

Make sure you have:

- 4 A4 envelopes
- 4 CDs
- 4 entry forms (printed automatically from the website when you enter)
- 1 proof of broadcast (if independent producer)
- 4 labels for your entry envelopes (printed automatically from the website when you enter)
- Running orders and supporting material
- A euro cheque or bank draft made payable to PPI Radio Awards
- A list of entries covered by the payment.

SUBMITTING BROADCAST MATERIAL

No alteration of transmitted material is permitted. Audio entries may include a brief voiced introduction, which puts the entry into context for the judges – indeed judges welcome such an introduction. A brief voiced sign-off at the end of the audio entry is also permissible, though not necessary. Where permitted, music, ad breaks and information segments may be telescoped, with a 3 second “intro” and “outro” indexing the telescoping. No further alteration of transmitted material is permitted.

Additional production e.g. the insertion of music beds, voice-overs or voice links between extracts is not permitted. Entries may be disqualified if they do not comply with this requirement.

Where issues of editing arise during the judging process, stations may be called upon to provide original log tapes.

The same conditions apply to programme compilations – extracts, therefore, should not be internally edited. Please note that entries are required to be in transmission sequence, not necessarily continuous. A copy of the full programme from which extracts are taken should be retained. Failure to supply this on request may result in disqualification, subject to the judges’ discretion.

If you are submitting a compilation of extracts, please include a 3 second “intro” and “outro” of the programming that immediately precedes and follows each extract to give your entry context.

HELPFUL INFORMATION

SUBMITTING WRITTEN MATERIAL

To aid the judging process you must include the following with your submission(s):

- A written summary (250 words max. with the exception of Group F where a max. 500 word summary must be entered) to position your entry and to put it into context, explaining how it served your audience and met your objectives. This should state when the entry was first broadcast.
- A running order outlining the content and sequencing of the entry you are submitting. This is particularly important and should be included when your entry consists of a compilation of extracts.
- Where appropriate, submitting actual programme transmission running orders will be appreciated by the judges.

GENERAL HINTS

- Where a time limit is applied, providing redundant material merely to achieve the full duration will not improve your chances.
- Remember to check that your CDs actually play back your entry. It happens!
- Choose carefully – some categories are designed to recognise an individual's contribution, while others clearly recognise a team effort.
- Where a programme appears eligible for more than one category, entrants should select the one that most effectively showcases their work.
- To reiterate, deviation from the guidelines – or missing information – may result in disqualification.

THE JUDGING PROCESS

Judges for the PPI Radio Awards have been selected on the basis of their relevant experience and expertise. They are required to judge each entry in its entirety.

Judging will be based solely on the entry submitted, in an independent and objective manner and NOT on the programmes aired throughout the year.

The judges will be looking at the following criteria, to the extent that they are relevant, when listening to entries:

CREATIVITY Marks are awarded for innovation, originality and novelty. Is the entry based on a new idea? Or does it follow the old 'tried and trusted' formulae?

PRESENTATION Marks are awarded for the way in which the piece is presented. If a presenter is used, is he/she comfortable with the subject matter? Does he/she appear knowledgeable and well-versed/well-rehearsed on the subject? For pieces without presenters (e.g. drama entries), does the entry run smoothly? Is it well scripted? Is it 'polished and professional'?

VALUE Does the entry achieve its objective? Does it entertain? Does it raise awareness? Does it prick the conscience? Does it hold the attention of the target audience?

PRODUCTION This relates to the technical side of the entry, the production process itself. Is the piece well produced? Is quality evident in the production? Are sound effects used appropriately? Is incidental music well placed and appropriate to the mood/atmosphere being conveyed?

HINT

In all categories judges will be seeking to reward the contribution made by radio practitioners, rather than the input of those whose contribution would have been equally as impressive on another medium. For example, the relay of an outstanding musical performance will merit less attention than the added value an imaginative radio practitioner might have brought to such a performance.

While your entry should be sent to PPI, enquiries about any aspect of the awards should be directed to:

Mary Menton

T (071) 966 4571

M (087) 250 3331

E mary@ppiradioawards.com

HELPFUL INFORMATION

RULES AND REQUIREMENTS

- You are required to keep a copy of the master tape from which your programme or extracts are taken as the judges may ask for it. Failure to supply this information on request may result in disqualification, as will any evidence of editing (beyond that which is permitted). Spot checks will take place and stations will be called upon, at random, to provide original log tapes.
- A category will not be judged if insufficient entries are received. In these circumstances, entry fees will be returned.
- The sponsors, organising committee and judging panel will not be held accountable for the failure of any judge or judges to follow the judging instructions issued to them.
- All 'ties' will be decided by the casting vote of the chairperson of the judging panel.
- The organising committee may, at its sole discretion, decide to use any entry or entries in the public domain (broadcasting for example), for the purpose of promoting the PPI Radio Awards. Entrants agree to the use of their entries – or any part of them – for this purpose and waive any claim they may have to remuneration.
- The decision of the judges is final and no further correspondence will be entered into.
- Submitting an entry to the PPI Radio Awards is deemed to confirm your acceptance of all the terms and conditions that apply.

ABOUT THE SPONSORS



Phonographic Performance Ireland (PPI)

PPI acts as a central administrator for record companies' rights in the public performance, broadcasting and reproduction of their recordings. It collects royalties on behalf of its members – Irish and multi-national record companies and performers – in one single licence fee, which is distributed in turn to the relevant parties. Membership is open to all record companies, large and small.



Broadcasting Authority of Ireland (BAI)

The Broadcasting Authority of Ireland (BAI) was established in October 2009 as the single content regulator of broadcasting in Ireland. The BAI assumes the roles previously held by the Broadcasting Commission of Ireland (BCI) and the Broadcasting Complaints Commission (BCC) and takes on a range of new functions primarily relating to the oversight of public service broadcasters. The functions of the BAI include: the licensing of radio and television services on a variety of transmission platforms; the licensing of digital multiplex operators; the development of codes and rules in relation to programming and advertising standards; the monitoring of services to ensure that broadcasters comply with their statutory obligations and contract terms; the consideration of complaints. The BAI is also responsible for the operation of Broadcasting Funding Schemes which are financed by 7% of the net receipts of the television license fee. Currently one scheme is operational, Sound and Vision 2. This supports high quality radio and television programmes which explore the themes of Irish culture, heritage and experience in both contemporary and historical contexts.

IMPORTANT DATES FOR 2010

01.07.2009 - 30.06.2010
VALIDITY DATES FOR ENTRY

12.03.2010
NOMINATED DATE FOR
GROUP F ENTRIES

23.07.2010
CLOSE OF ON-LINE ENTRIES

27.07.2010
RECEIPT OF ENTRIES ON CD

08.10.2010
GALA AWARDS DINNER IN
LYRATH ESTATE HOTEL,
KILKENNY



MUSIC PROGRAMMING AWARDS

Each programme may only enter one programme category and only once into that category. Stations may submit no more than 5 entries per category.

A1 MUSIC PROGRAMME – GENERAL (PROGRAMME CATEGORY)

This category is for music programmes that form a regular part of a radio schedule and reflect the general music policy of the station. Breakfast programmes and specialist music programmes will not be considered as these have their own category - A2 & A3. Judges will be looking at the overall programme i.e. the music sequences, the speech content, the feature items etc. This is a programme award; category E1 is designed to consider the specific input of presenters.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

A2 MUSIC PROGRAMME – SPECIALIST (PROGRAMME CATEGORY)

This category is for programmes that are part of the regular schedule but have a specialist music remit i.e. one that is different from the general music policy of the station. For example a dance music programme on a broad-format station. Judges will be looking at the relevance of the music selection and the presenter’s input. This is a programme award; category E2 is designed to consider the specific input of specialist music presenters. Once off programmes which focus on a specific musical topic or event should enter category A4.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

A3 BREAKFAST PROGRAMME (PROGRAMME CATEGORY)

This category is designed to recognise the contribution music-based breakfast programmes make to radio schedules. Weekday or weekend breakfast programmes will be accepted. Current Affairs breakfast programmes should be entered in Group B. Judges in this category will be looking at the overall programme i.e. the music sequences, the speech content, the feature items, the humorous inserts etc. This is a programme award; category E1 is designed to consider the specific input of presenters.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

A4 MUSIC SPECIAL (PROGRAMME CATEGORY)

This award is for a special programme feature or documentary that focuses specifically on a musical topic or event. This could be an artist profile, coverage of a musical event or a feature on a particular musical genre and could be a once-off programme or part of a special series. Specialist music programmes that have a regular long-term slot in the station programme schedule should enter A2. Weekly chart shows will not be accepted in this category.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

A5 NEW IRISH MUSIC/MUSICAL TALENT PROGRAMME (PROGRAMME CATEGORY)

Awarded to a radio programme, series or campaign which uses the medium effectively to promote new Irish music and/or new Irish musical talent.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.





NEWS AND SPORTS PROGRAMMING AWARDS

Each programme may only enter one programme category and only once into that category. Stations may submit no more than 5 entries per category.

B1 NEWS STORY

This category is designed to recognise the skillful way in which a specific news story has been handled by a station for its target audience. Judges will be looking at the breaking, follow through and onward development of whichever story entrants select.

Submission information

Entries should consist of a compilation of news bulletins or other items in transmission sequence (not necessarily continuous). Entry running orders should specify transmission times and dates of each element. The total duration should not exceed 20 minutes. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

B2 NEWS BULLETIN (PROGRAMME CATEGORY)

This category is designed to recognise the contribution news bulletins (including sports, weather, business etc) contribute to regular programme schedules. Judges will be looking at the approach adopted to story selection, scripting, use of actuality and delivery in the context of the target audience. Extended news bulletins should be entered in category B3.

Submission information

Entries should consist of a compilation of complete bulletins. Entry running orders should specify transmission times and dates of each bulletin. The total duration should not exceed 20 minutes. The entry must be supported by a 250 word paragraph - for further details see “Submitting Written Material” on “How to Enter” page.

B3 NEWS PROGRAMME (PROGRAMME CATEGORY)

This category is designed to recognise the contribution news programmes make to radio schedules. Programmes which focus exclusively on delivering the news of the day should be entered here. Programmes which have a broader news focus should be entered into category B4. Extended news bulletins can be entered in this category.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of ad breaks is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

B4 CURRENT AFFAIRS PROGRAMME (PROGRAMME CATEGORY)

This category is designed to recognise the contribution current affairs programmes make to radio schedules. Programmes which aim to keep audiences informed about current affairs in the service area, provide a platform for audience reaction and play a role in raising relevant issues for discussion/debate should be entered here.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of ad breaks is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

B5 SPORTS STORY

This category is designed to recognise the skillful way in which a specific sports story has been handled by a station for its target audience. Judges will be looking at the introduction and development of whichever story is selected. This is not a personality award. While sports commentators are recognised under E5 a commentary might form part of an entry in this category.

Submission information

Entries should consist of a compilation of relevant material in transmission sequence (not necessarily continuous). Entry running orders should specify transmission times and dates of each element. The total duration should not exceed 20 minutes. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

B6 SPORTS PROGRAMME (PROGRAMME CATEGORY)

This category is intended to celebrate any programme, the editorial content of which is specifically dedicated to coverage and/or discussion of sporting events and/or issues. This is not a personality award. While sports commentators are recognized under E5 a commentary might form part of an entry in this category.

Submission information

Entries should consist of a single unedited broadcast or a compilation of unedited extracts. The total duration should not exceed 20 minutes. The entry must be supported by a 250 word paragraph - for further details see “Submitting Written Material” on “How to Enter” page.





SPEECH PROGRAMMING AWARDS

Each programme may only enter one programme category and only once into that category. Stations may submit no more than 5 entries per category.

C1 DOCUMENTARY (PROGRAMME CATEGORY)

For documentaries about subjects other than music. Entries may be a one-off or one of a series, but not one of a regular long-run programme series. Music documentaries should be entered in A4.

Submission information

Entries should consist of a single programme that may be a one-off or one of a series – lasting from 20 minutes up to 60 minutes. Telescoping in and out of ad breaks is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

C2 SHORT FEATURE

This category recognises the contribution the self-contained short feature makes to a radio schedule. Entries here should form part of the scheduled regular output of a station and have a total running time of less than 20 minutes. Information, education and awareness raising features should be entered in this category. Single/once-off items that are merely extracted from general programmes should not be entered in this category.

Submission information

Entries should consist of a single unedited broadcast or a compilation of unedited broadcasts. The total duration should not exceed 20 minutes. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

C3 SPEECH DRIVEN MAGAZINE PROGRAMME (PROGRAMME CATEGORY)

This category aims to recognise the contribution general light entertainment/magazine programmes make to radio schedules. Programmes entered into this category should have a broad remit and consist of at least 60% speech content. Specialist programmes dedicated to specific areas such as the arts, science, or education should be entered in category C5. Programmes dedicated primarily to news, current affairs or sport should be entered in Group B.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

C4 DRAMA

This category recognises the contribution of a writer, performer or production team involved in all aspects of drama production for radio – from a one-off play or reading, to a series or radio serial.

Submission information

Include a one-off broadcast or one that is part of a series or serial. Telescoping in and out of ad breaks is permitted. Scripts are not required. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

C5 SPECIALIST SPEECH PROGRAMME (PROGRAMME CATEGORY)

This category aims to recognise the contribution specialist speech programmes make to radio schedules. Arts, science, educational, satirical and comedy programmes should be entered in this category. Speech-driven magazine programmes should be entered into C3. Programmes dedicated primarily to news, current affairs or sport should be entered in Group B.

Submission information

Include an entry of up to a total of 20 minutes duration taken from a single broadcast in transmission sequence (not necessarily continuous). This broadcast should be a fair representation of the programme as generally broadcast. “Best of” programmes which consist of a compilation of previously broadcast material are not eligible. Telescoping in and out of music tracks, ad breaks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

C6 CRAOLTÓIREACHT LE GAEILGE (PROGRAMME CATEGORY)

Ta sé mar aidhm ag an rannóg seo aitheantas a thabhairt don bhealach ina ndéanann cláir raidió an Ghaeilge a chur chun cinn. Is féidir le clár, mír, nó gné-chlár gaeilge, a dhéanann an teanga a chur chun cinn I measc a sprioc-lucht éisteachta ar bhealach éifeachtach, an duas seo a bhuachaint.

Maidir le hIarratais

Ba cheart go mbeadh craoladh singil neamh-eagraithe, nó bailiúchán craoltaí neamh-eagraithe san iarratas. Ní cóir go racadh faid iomlán an iarrtais thar 20 nóiméad. Ba cheart go mbeadh alt 250 focal ar fhad ag tacú le gach iarratas – féach “Submitting Written Material” ar an leathanach “How to Enter” ar mhaithe le breis colais maidir leis seo.





GENERAL AWARDS

Stations may submit no more than 5 entries per category.

D1 COMMUNITY/SOCIAL ACTION

This award is for any community, charitable or social action initiative carried out by a radio station. A series, campaign or individual programme may be entered. It will be awarded to the station that has made best use of the medium to inform, involve or positively impact its listeners.

Submission information

Include either a single unedited broadcast or a series of unedited extracts up to a maximum of 30 minutes duration. The entry must be supported by a 250 word paragraph. Where written material is intrinsically linked to the campaign/programme it may be submitted. For further details see "Submitting Written Material" on "How to Enter" page.

D2 ON-AIR COMPETITION/PROMOTION

Awarded to the on-air competition or promotion that demonstrates the most effective use of creativity, innovation, audience participation and radio production techniques.

Submission information

Include a compilation of unedited extracts up to a maximum of 20 minutes. The entry must be supported by a 250 word paragraph – for further details see "Submitting Written Material" on "How to Enter" page.

D3 STATION IMAGING

This category is for jingles, station imaging and all pre-produced elements used to define and identify a station's character and brand position. A station's identity package is in essence what a station says about itself and how it says it.

Submission information

Include a compilation of unedited extracts up to a maximum of 20 minutes duration. The entry must be supported by a 250 word paragraph – for further details see "Submitting Written Material" on "How to Enter" page.

D4 ENTERTAINMENT INSERTS

This category recognises the entertaining items and links between music and other programming material within a radio programme, acknowledging the person or persons responsible for devising, writing and producing them. Entries could include funny phone calls, song parodies, short form satirical elements, features or pastiches used to enhance radio strips, sequences or programming strands.

Submission information

Include a compilation of unedited extracts up to a maximum of 30 minutes duration. The entry must be supported by a 250 word paragraph – for further details see "Submitting Written Material" on "How to Enter" page.

D5 INNOVATION

This award is to acknowledge an outstanding radio idea that enhances the experience and participation of the listener beyond the radio broadcast. The award will acknowledge creativity in getting audiences to become active participants in the station's output. While this may involve on-line elements which compliment the radio output such as podcasts, blogs, noticeboards, it is a programming not a technology award. The award may be offered for a new format, a one-off experience or a series of programmes.

Submission Information

Include a compilation of unedited extracts up to a maximum of 30 minutes duration. The entry must be supported by a 250 word paragraph. Examples of stand-out on-line elements should be attached as well as relevant press articles or associated publicity material.





PERSONALITY AWARDS

Stations may submit no more than 5 entries per category. You may enter more than one category in this group.

E1 MUSIC BROADCASTER OF THE YEAR

Awarded to a broadcaster working principally within the field of music radio i.e. a presenter of any programme eligible to enter categories A1 or A3. Judges will be looking for an ability to interact with listeners in an entertaining way through the use of music.

Submission information

Include either a single broadcast or a series of unedited extracts taken from a number of programmes up to a total of 20 minutes duration. Telescoping in and out of ad breaks, music tracks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E2 SPECIALIST MUSIC BROADCASTER OF THE YEAR

Awarded to a broadcaster working principally in a specific genre of music i.e. a presenter of any programme eligible to enter category A2. Judges will be looking for a distinctive ability to impart specialist knowledge and share enthusiasm in an engaging, informative and entertaining way.

Submission information

Include either a single broadcast or a series of unedited extracts taken from a number of programmes up to a total of 20 minutes duration. Telescoping in and out of ad breaks, music tracks and information segments is permitted. All other programme material should be included in full. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E3 NEWS BROADCASTER OF THE YEAR

For an individual presenter whose work is principally within the field of presenting radio news. News reporters should enter E4 and current affairs presenters should enter E6

Submission information

Entries may be unedited extracts from different programmes or a single broadcast up to a maximum of 20 minutes duration. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E4 NEWS REPORTER OF THE YEAR

For an individual news reporter whose work is principally within the field of reporting radio news or current affairs.

Submission information

Entries may be unedited extracts from different programmes or a single broadcast up to a maximum of 20 minutes duration. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E5 SPORTS BROADCASTER OF THE YEAR

For a broadcaster (presenter, reporter or commentator) whose work is principally within the field of radio sport.

Submission information

Entries may be unedited extracts from different programmes or a single broadcast of up to 20 minutes in total. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E6 SPEECH BROADCASTER OF THE YEAR

For a broadcaster working principally within the field of presenting current affairs or speech radio.

Submission information

Entries may be unedited extracts from different programmes or a single broadcast of up to 20 minutes in total. The entry must be supported by a 250 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

E7 OUTSTANDING ACHIEVEMENT AWARD

This Award recognises the achievement/s of an individual working in radio, in any capacity, over a particular period of time. It is not limited to programme makers and the relevant time period could be the last year or an entire career.

The individual committee members of the 2010 PPI Radio Awards will submit nominations for this Award. The committee will then consider the nominees and select the most appropriate recipient. No list or shortlist of nominees will be produced in this category.





STATION OF THE YEAR AWARDS

Stations can enter only one of the categories F1 to F3 and entry here is free. Select the category most appropriate for your station.

F1 LOCAL STATION OF THE YEAR

Relevant stations are invited to enter. (Only open to stations with an all adult (15+) Analogue Service Area under 500k).

Submission information

Include a compilation of material broadcast during the validity period up to a maximum of 30 minutes duration and a compilation of material broadcast on **Friday 12th March 2010** up to a maximum of 30 minutes duration. The entry must be supported by a 500 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

F2 MUSIC STATION OF THE YEAR

Relevant stations are invited to enter.

Submission information

Include a compilation of material broadcast during the validity period up to a maximum of 30 minutes duration and a compilation of material broadcast on **Friday 12th March 2010** up to a maximum of 30 minutes duration. The entry must be supported by a 500 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.

F3 FULL SERVICE STATION OF THE YEAR

Relevant stations are invited to enter.

Submission information

Include a compilation of material broadcast during the validity period up to a maximum of 30 minutes duration and a compilation of material broadcast on **Friday 12th March 2010** up to a maximum of 30 minutes duration. The entry must be supported by a 500 word paragraph – for further details see “Submitting Written Material” on “How to Enter” page.



IMPORTANT DATES FOR 2010

01.07.09 - 30.06.2010

Validity dates for entry

12.03.2010

Nominated date for Group F entries

23.07.2010

Close of on-line entries

27.07.2010

Receipt of entries on CD

08.10.2010

Gala Awards Dinner in Lyrath Estate Hotel, Kilkenny