

# BEST WEST *of the* MEDIA AWARDS

Honoring Service to the Industry  
and the Community

What **Aren't** the Best of the West  
Media Awards?

They Are **NOT** like the  
American Advertising Awards

They Are **NOT** like the  
Other Press Awards

# What **Are** the Best of the West Media Awards?

They are a way to honor both companies and  
individuals for good works of Community Service  
in **YOUR** community

# Management

Overseen by Western Region Board

Management of Competition Vested In:

Committee Chair Appointed by Western Region Board  
Representative from Each District Appointed by Each District Governor

Each district has had input into the rules, categories and operations



# Area of the Best of the West Media Awards

# Goals of the Best of the West Media Awards



# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region



# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs



# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. **Create a signature event for the Western Region that will also benefit local clubs**

# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. Create a signature event for the Western Region that will also benefit local clubs
4. **Increase the awareness and stature of AAF among both members and non-members**

# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. Create a signature event for the Western Region that will also benefit local clubs
4. Increase the awareness and stature of AAF among both members and non-members
5. **Increase the visibility of local clubs to the advertising community and to media outlets**

# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. Create a signature event for the Western Region that will also benefit local clubs
4. Increase the awareness and stature of AAF among both members and non-members
5. Increase the visibility of local clubs to the advertising community and to media outlets
6. **Increase membership from media outlets, advertising agencies, and governmental agencies**

# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. Create a signature event for the Western Region that will also benefit local clubs
4. Increase the awareness and stature of AAF among both members and non-members
5. Increase the visibility of local clubs to the advertising community and to media outlets
6. Increase membership from media outlets, advertising agencies, and governmental agencies
7. **Focus on community service and the preeminent role that advertising media partners play every year in service to local audiences**

# Goals of the Best of the West Media Awards

1. Provide a revenue stream for the AAF Western Region
2. Provide revenue stream to local ad clubs
3. Create a signature event for the Western Region that will also benefit local clubs
4. Increase the awareness and stature of AAF among both members and non-members
5. Increase the visibility of local clubs to the advertising community and to media outlets
6. Increase membership from media outlets, advertising agencies, and governmental agencies
7. Focus on community service and the preeminent role that advertising media partners play every year in service to local audiences
8. **Benefit from the increased exposure for AAF to increase local entries into the American Advertising Awards**

# Our Definition

## Media Outlet:

The term “media outlet” in this competition includes radio stations (online or broadcast) television stations (online, cable or broadcast), newspapers, outdoor companies, magazines, websites, blogs and podcasts. Websites for radio stations, television stations, newspapers or magazines should be entered as a website and are considered separate from the media outlet itself.

# Nominations

Nominations may be made by anyone via the AAF Western Region Website.

Self-nominations will be encouraged.

Nominations will include three to five questions about the nominee

And how they benefit their local community.

Categories will allow nominees to upload examples of award worthiness.

# What Awards Will be Presented?

# Company Awards

# Company Awards

## Eligibility For Company Awards:

**Company Awards** will be given to companies based within the Western Region. Companies located outside the boundaries are eligible only if they have a media outlet that focuses on an area within the boundaries (such as a local newspaper, radio station or website devoted to an area within the boundaries) or if they have a local bureau (in the case of radio or television) that exclusively covers an area within the boundaries.

# Company Awards

## Western Region Radio Broadcaster of the Year

### Three Awards Presented:

Large Market (Nielsen Markets Ranking 1-50)

Mid-Size Market (Nielsen Markets Ranking 51 – 100)

Small Market (Nielsen Markets Ranking 101 +)

# Company Awards

## Western Region Television Broadcaster of the Year

### Three Awards Presented:

Large Market (Nielsen Markets Ranking 1-50)

Mid-Size Market (Nielsen Markets Ranking 51 – 100)

Small Market (Nielsen Markets Ranking 101 +)

# Company Awards

## Western Region Newspaper of the Year

### Three Awards Presented:

Print Circulation 200,000 or more

Print Circulation 50,000 – 200,000

Print Circulation Under 50,000

# Company Awards

## Western Region Outdoor Company of the Year

### Three Awards Presented:

Large Market (Nielsen Markets Ranking 1-50)

Mid-Size Market (Nielsen Markets Ranking 51 – 100)

Small Market (Nielsen Markets Ranking 101 +)



# Company Awards

## Western Region Magazine of the Year





# Company Awards

**Western Region  
Website of the Year**





# Company Awards

**Western Region  
Blog / Podcast of the Year**



# Company Awards

## Western Region Advertising Agency of the Year

### Three Awards Presented:

Over \$50 million in billing

\$10 million to \$50 million in billing

Under \$10 million in billing

# Company Awards

## Western Region Media Agency of the Year

### Three Awards Presented:

Over \$50 million in billing

\$10 million to \$50 million in billing

Under \$10 million in billing

# Company Awards

## Western Region Governmental Media Outlet of the Year

Two Awards Presented:

Print

Radio / TV / Internet



# Company Awards

**Western Region  
Locally Produced Radio / TV Show  
of the Year**





# Company Awards

## Western Region Public Service Campaign or Event of the Year





# Company Awards

## Western Region Best Coverage of a Local News Story of the Year



# Individual Awards

# Individual Awards

## Eligibility For Individual Awards:

**Individual Awards** will be given to individuals who serve an area within the Western Region, regardless of where they are based, as long as that area is their primary responsibility and the distribution occurs within the Western Region.

# Individual Awards

## Western Region Media Professional of the Year

Those who are NOT writers, reporters, on-air talent, photographers, etc.  
Examples are those who work in sales, administration, promotions, editors, management, etc.

# Individual Awards

## Western Region Media Talent of the Year

Those who are writers, reporters, on-air talent, photographers, etc.



# Individual Awards

## Western Region Agency Professional of the Year



# Individual Awards

## Western Region Young Achiever Award

Those who are 32 Years Old or Younger

# Student Awards

# Student Awards

## Eligibility For Student Awards:

**Student Awards** are for those outlets or students that cover either their school or a broader area within the competition boundaries. Those outlets (such as school newspapers, radio stations, television stations --other than broadcast television--, internet sites, blogs) do not necessarily have to be sanctioned or approved by the school. Student Awards are intended for those who attend a college or university within the boundary area and the media outlet does not have paid employees (other than those who sell advertising). While advisors may be involved, the majority of day-to-day editorial decisions must be made by students and not advisors.



# Student Awards

## Western Region Best College Media Outlet of the Year

Radio / TV / Newspaper





# Student Awards

## Western Region Best College Website / Blog of the Year





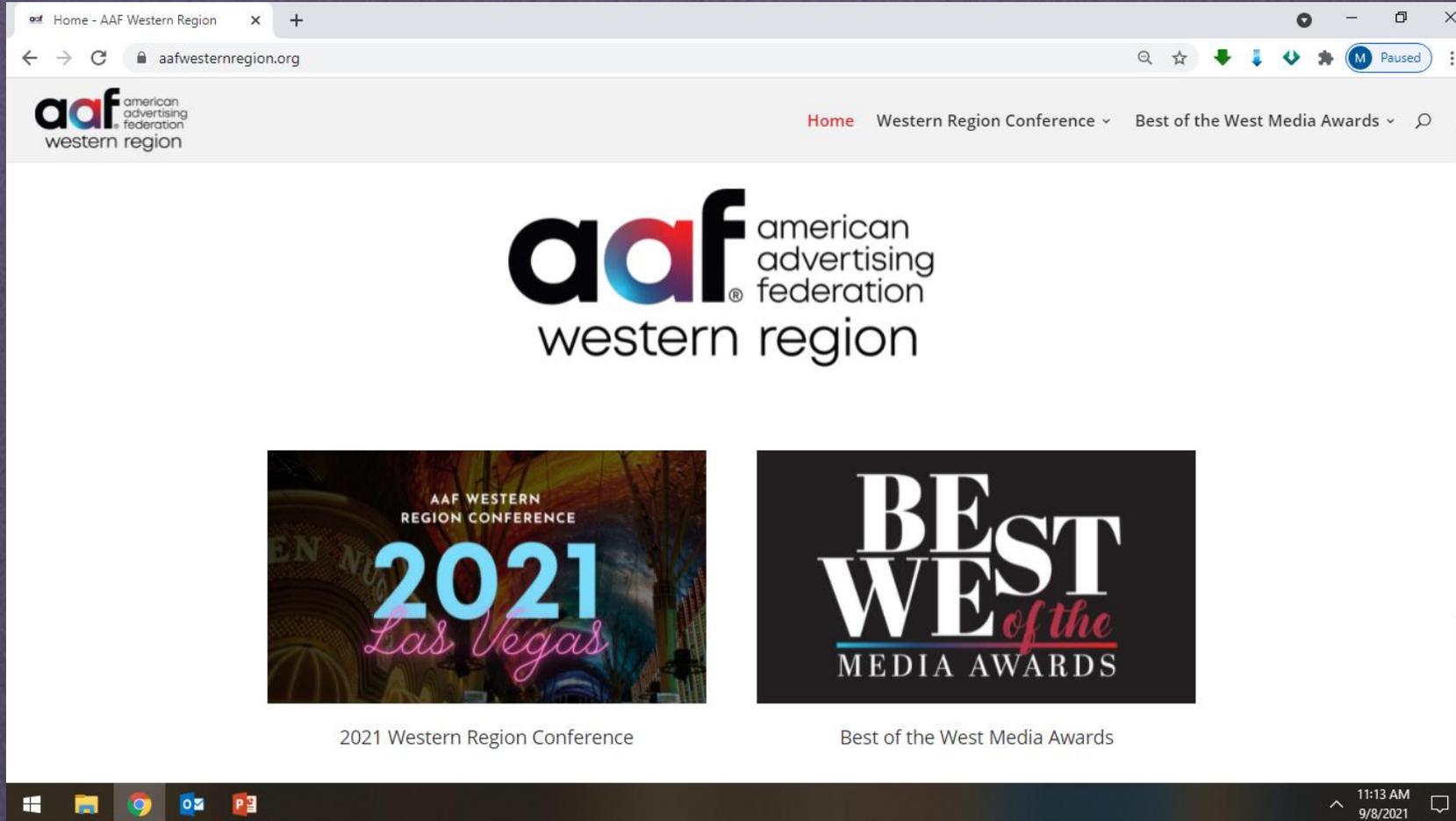
# Student Awards

## Western Region

### Best Student Media Representative of the Year



# Where to Make Nominations





# Where to Make Nominations

Media Awards Home - AAF West

aafwesternregion.org/media-awards-home/

Home Western Region Conference Best of the West Media Awards

# BEST WEST of the MEDIA AWARDS

## Best of the West Media Awards

Honoring Media Excellence and Service to the Community

Nominate yourself, your company, or anyone worthy of being recognized!

[DOWNLOAD THE ENTRY INFORMATION PACKET](#)

11:13 AM  
9/8/2021



# Schedule

Nominations Open: September 8, 2021

Nominations Deadline: October 8, 2021

Judging Period: October 11-24, 2021

Announcement of Finalists: November 1, 2021

Awards Presentation (online): November 18, 2021

All Dates Subject to Change

## Cost to Nominate

Professional Nominations: \$45

Student Nominations: \$35

Self-Nominations are encouraged,  
as are Nominations from company employees  
And interested third-parties

## Club Profit Sharing

For Each Entry From Your Market:

Your Club will Receive \$10 Per Entry

If You Participate in Promoting the Competition  
In Your Market

## Promotions

Best of the West Committee will Contact Media Members Directly Through Our Own List  
And Social Media which Covers All Areas, Including Areas Without An Ad Club

Local clubs are encouraged promote in their market to members and non-members  
And to reach out to members of the media who are not currently on their list.

No matter who the nominees respond to (the region or the local club contact), the club  
will get credit for all nominees in their area if they qualify for the profit sharing.

# Club Profit Sharing

To Receive Profit Sharing Your Club Must Participate  
in Promoting the Competition In Your Market

## Minimum Requirements:

You Must Send **3** Emails to Your Club List and Potential nominees!

You Must Make **2** Social Media Posts!

You Must Post in **1** Prominent Place on Club Website!



# Promotions

## Promotional Materials Available To All Clubs:

Best of West Logo (several versions)

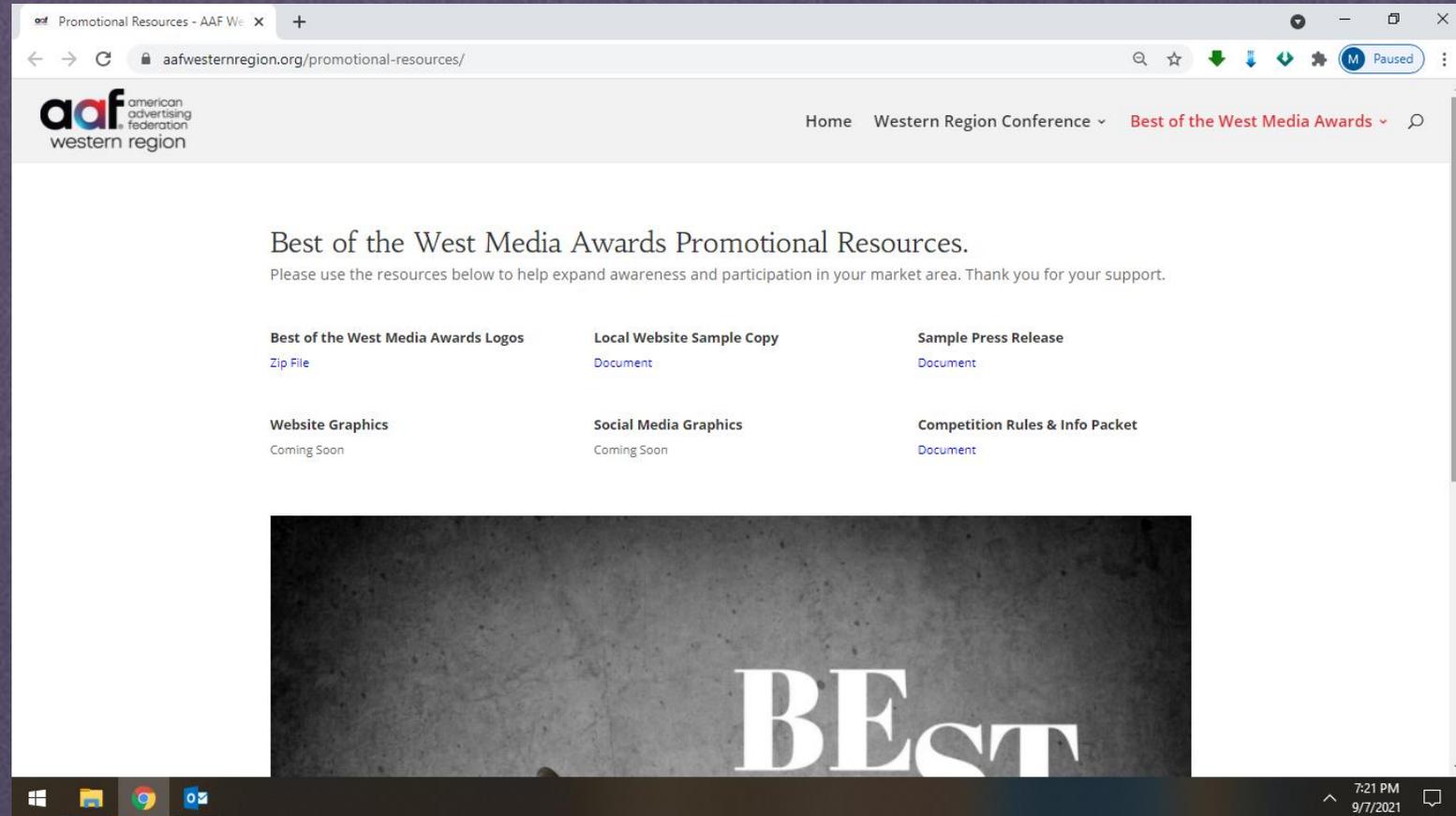
Suggested Copy for Website

Sample Press Releases

Website ad

Social Media Ads

Rules and Information for Nominees



# Promotions

Each Club is Encouraged To Research and Add To Your Lists:

**1. Expand your student list to include School Media Outlets**

Radio Stations, TV Stations, Websites, Blogs, Newspapers, Magazines. Anything that STUDENTS run

**2. Find Media Outlets for Local Governmental Agencies**

City, County and State. Don't forget Water Districts, School Boards and Other Agencies

Many have magazines, newsletters, TV outlets, websites, direct mail, etc. Get contacts from Public Information Officer.

**3. Find Local Media Contacts**

Look for local blogs and websites that focus on your local area. Get contact information for local reporters, editors, producers, publishers, on-air talent, local columnists, sales staff, promotions staff.

Look at categories to help with who to add to your lists

# The Benefits of Expanding Lists

1. More potential entrants means more money for your club with the profit share
2. Many of these people can also enter the American Advertising Awards
  3. These are all potential new club members
  4. Some may want to attend club events
5. Some may want to participate in other ways with the club.
  6. Adding new contacts strengthens your club



# Club Profit Sharing

Send Proof Of Participation to:

[bestwest@aafwesternregion.org](mailto:bestwest@aafwesternregion.org)



# How To Enter

## Find Category on Website

The screenshot shows a web browser window with the URL `aafwesternregion.org/media-awards-home/`. The page features the AAF Western Region logo and navigation links for Home, Western Region Conference, and Best of the West Media Awards. Below the navigation is a section titled "Company Awards" with the subtitle "Given to companies or organizations for excellence in media and service to the community".

Category	Eligibility Criteria	Action
 <b>Radio Broadcaster of the Year</b>	<ul style="list-style-type: none"><li>• Large Market (Nielsen Markets Ranking 1-50)</li><li>• Mid-size Market (Nielsen Markets Ranking 51-100)</li><li>• Small Market (Nielsen Markets Ranking 101+)</li></ul>	<a href="#">ENTER NOW</a>
 <b>Television Broadcaster of the Year</b>	<ul style="list-style-type: none"><li>• Large Market (Nielsen Markets Ranking 1-50)</li><li>• Mid-Size Market (Nielsen Markets Ranking 51 - 100)</li><li>• Small Market (Nielsen Markets Ranking 101+)</li></ul>	<a href="#">ENTER NOW</a>
 <b>Newspaper of the Year</b>	<ul style="list-style-type: none"><li>• Print Circulation 200,000 or more</li><li>• Print Circulation 50,000 - 200,000</li><li>• Print Circulation Under 50,000</li></ul>	<a href="#">ENTER NOW</a>
 <b>Outdoor Company of the Year</b>	<ul style="list-style-type: none"><li>• Large Market (Nielsen Markets Ranking 1-50)</li><li>• Mid-Size Market (Nielsen Markets Ranking 51 - 100)</li></ul>	<a href="#">ENTER NOW</a>

# How To Enter Fill Out Form

Radio Broadcaster of the Year - A x +

aafwesternregion.org/radio-broadcaster-of-the-year/

aaf western region Home Western Region Conference Best of the West Media Awards

## Entry Form For: Radio Broadcaster of the Year

The award given to the Western Region radio station that provides outstanding service to a local community and professionalism in their market area. Three awards will be given based on Nielsen Markets Rankings: Large Market - market designations 1-50; Mid-size Market - market designations 51 - 100 and Small Market - market designations 101+

**Nominated Company Name**

**Nominee Address**

Address Line 1

Address Line 2

City State

Alabama

Zip Code

**Nominee Email \***

**Nominee Phone**

Market Size

# How To Enter

## Answer Questions & Upload Samples

The screenshot shows a web browser window with the URL [aafwesternregion.org/radio-broadcaster-of-the-year/](http://aafwesternregion.org/radio-broadcaster-of-the-year/). The page features the AAF Western Region logo in the top left and navigation links for Home, Western Region Conference, and Best of the West Media Awards. A phone number dropdown menu is set to (201) 555-0123. The form contains three text input fields with the following prompts:

- State how Outlet has engaged its local audience to have a positive impact on its community \*
- State how Outlet provides innovation to help grow the advertising or radio industry \*
- State how outlet has been involved and benefiting civic and community service. \*

Below these fields is an 'Upload Samples' section with a dashed border and a file upload icon. The text reads: 'Click or drag files to this area to upload. You can upload up to 3 files.' At the bottom left, a 'Total' field shows '\$0.00'. The Windows taskbar at the bottom indicates the time is 10:16 AM on 9/6/2021.

# Judging

Judges will be U.S. Media Professionals  
From outside of the Western Region

And will include those who work in  
TV, Radio, Print, Internet and Outdoor

# Judging

Each Question Will be Scored 1 – 10

3 – 5 Nominees with Top Overall Scores  
in Each Category  
Will be Named as a Finalist

# Judging

Each Question Will be Scored 1 – 10

3 – 5 Nominees with Top Overall Scores  
in Each Category  
Will be Named as a Finalist

## Gala

Each Category Will be Presented  
“Academy Awards” Style

Each Finalist Will be Announced with  
Their Accomplishments

Envelope Opened with the Announcement  
“And the Winner is..”

# Awards

Awards Will Be Mailed  
On the day of the Gala

# Questions

# ?