

Guidelines and Entry Form for 2009 GMA/CMB Radio Station of the Year

I. Market Categories

<i>Major</i>	<i>1,500,000+</i>
<i>Large</i>	<i>750,000-1,499,999</i>
<i>Medium</i>	<i>350,000-749,999</i>
<i>Small</i>	<i>Under 350,000</i>

Population numbers are determined by the interference-free contour of a station's full power signal (or signals which simulcast that station's programming full-time). The interference-free contour of a station is determined by the FCC, according to the class of license.

II. Who is Eligible

The station must play Christian music for at least **60%** of their broadcast day...based on 6AM-12AM, Monday - Friday.

Any station who wins the Station Of The Year award is not eligible to enter in the same category the following year.

III. How to Enter

Please make sure that you read the instructions completely and carefully. Changes are made to the entry procedures from time to time, and failure to follow the procedures may hurt your station's score, or disqualify your entry.

Entries must be submitted in a letter-sized three-ring binder, with a maximum ring diameter of ½ inch. Entries, which must include an aircheck CD, are limited to a maximum of **20** pages (one-sided). The station's call letters, market and market category (Major, Large, Medium or Small) must be displayed on the front of the binder. The official ENTRY FORM (or a page containing the same station information as found on the official entry form) must be the first page of each binder.

Each station must submit *six copies* of the three-ring entry binder (including the required entry form information as the first page of each binder). Please do not send other station promotional items...such as t-shirts, mugs, key chains, etc. with your entries.

Deadline to submit entries is 5PM, January 30, 2009.

Entries are not returnable, *and become property of the CMB.*

IV. Contents of the entry binder

Aircheck CD...

Airchecks are accepted on CD only. The CD must be securely attached to the binder. The station's call letters, market and market category (Major, Large, Medium or Small) must be printed on each CD. Each aircheck CD must include the following three elements: Track 1 of the CD - one half-hour of non-scoped programming, from any locally originating daypart. Track 2 of the CD – no more than 15 minutes of scoped aircheck from any locally originating daypart(s). Track 3 of the CD - no more than 5 minutes of production/promotion/public service. PLEASE DOUBLE-CHECK EACH CD TO ASSURE THAT IT PLAYS CORRECTLY.

Community Involvement Information...

The station must highlight events, promotions or news coverage that display exceptional public service, ministry impact and responsiveness to the needs and problems facing their market and defined core audience. You may also highlight areas of your station's web-site which would relate to community involvement.

Ratings Information...

The station must show exceptional ratings (or exceptional growth in ratings) within their market or genre. Stations may submit any ratings information to which they have LEGAL access. Legal access includes any ratings information purchased by the station (it is up to the station to understand and follow the usage rules of whatever ratings service they may subscribe to) and any ratings information that has entered the public domain (i.e. printed in a trade magazine or in a local newspaper). You may also cite information on how many people listen to your station via the Internet. Internet listenership will be taken into consideration in your ratings score...but will not be a major part of that score. ***All ratings information must be sourced.***

Industry Leadership Information...

The station must show how they have been a positive force in helping to improve the genre of Christian radio. Memberships and active participation in CMB, GMA, NRB, NAB, etc. are good examples of this. Also, the station may submit examples of how they are helping to make other Christian stations better...such as mentorship programs. Any awards won by the station in the period of eligibility may be submitted. You may also highlight areas of your station's web-site which would relate to industry leadership.

All station activities and data (Community Involvement, Ratings and Industry Leadership) must have transpired between January 1, 2008 and December 31, 2008. The aircheck including original programming (scoped & non-scoped) and production/promotion/public service programming must reflect programming recorded between January 1, 2008 and December 31, 2008. Failure to adhere to these eligibility dates will result in disqualification of your entry.

V. Weighting of Categories

Aircheck - 40 points

Community Involvement - 25 points

Ratings - 25 points

Industry Leadership - 10 points

VI. Judging

Judges will look at the categories listed above, and will give each category a score based on the number of points possible. Points will be added up and a total score will be given. Based on that initial score, entries will be narrowed to three finalists in each market category.

After the first round of judging, finalists will be judged by a different panel and given new scores in the same fashion. The combined aggregate scores will determine the winner of each market category. Representatives from the GMA and CMB will tabulate the results..

VII. Make-up of the Judges Panel

One Program Director from Christian Radio

One Station Manager from Christian Radio

One Record Label Representative

(The make-up of the above judges will be determined by the formats [CCM, Southern Gospel or Black Gospel] of the stations which have entered...with at least one judge from each format represented by stations which have entered.)

One Mainstream Radio representative

President of the GMA (or staff member of the GMA, approved by the President)

Chairman of the CMB Educational Track Steering Committee (or CMB Educational Track Steering Committee member, approved by the Chairman)

Any employee of a station submitting an entry this year, or any employee of a station under common ownership as a station submitting an entry this year, is not eligible to be a judge.

A judge cannot serve in both the first round of judging and the final round in the same year... with the exception of the GMA President (or approved representative) and the CMB Educational Track Steering Committee Chairman (or approved representative).

VIII. Finalists and Winners Announced

Finalists will be notified at the end of the first round of judging. A press release announcing finalists will also be distributed at that time. Winners in each market category will be informed March 27, 2009. A press release announcing the winners will also be distributed at that time.

IX. Winner benefits and requirements

A special *GMA/CMB Radio Station of the Year* award will be presented to the winning stations during the Echo Awards on Sunday, April 19, 2009.

Winners will also receive two tickets to the Dove Awards and will be acknowledged on the Dove Awards telecast. Winning stations are required to have a representative who will appear at the Echo Awards, as well as the Dove Awards.

X. Entry Form (Include a copy of this form, or a page containing all of the station contact and category information listed below, in the front of each binder)

Entries should be submitted to:

GMA/CMB Radio Station Of The Year
Gospel Music Association
1205 Division Street
Nashville TN 37203
Phone: 615-242-0303

Deadline to submit entries is 5PM, January 30, 2009.

Call Letters: _____ Station Manager: _____

Person submitting this entry: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Market Category:

Major: _____

Large: _____

Medium: _____

Small: _____

Population: _____