

My Source Community Impact Awards GUIDELINES

Purpose

The My Source Community Impact Awards are designed to recognize and showcase examples of local public broadcasting's connection to community. CPB will honor awardees at the 2009 National Leaders Meeting, and awardees will receive local and national paid media exposure. In addition, a special report entitled "Public Service Media: My Source for Community," comprising station stories of impact, will be provided to attendees, and to key stakeholders at the local, state and Federal levels.

Applicants should provide examples of impact (during the last three years) in one or more of the following areas:

- *Serving unserved and underserved audiences, especially children and minorities;*
- *Addressing local issues through community programming and beyond-the-broadcast activities;*
- *Providing local programming that instructs, educates and inspires;*
- *Using new technologies to enable greater community involvement.*

Eligibility and Submissions

All CSG-eligible radio, joint and TV licensees may apply. Joint licensee stations may apply separately. Each station may submit up to three applications. Note that entries from all types and sizes of stations will be judged by the same criteria.

Review Process and Criteria

Submissions will be judged by a panel comprising public broadcasting professionals who have experience in content production, communications, outreach and other disciplines. The criteria will include:

- *The station's responsiveness to community issues and opportunities*
- *The effectiveness of station content or services in delivering impact.*
- *The use of My Source to communicate the station's impact (CPB will work with stations to develop their My Source testimonials).*

Submission Instructions and Deadlines

*Please complete your application(s) **no later than October 31, 2008** using the online form at <http://ncoengage.org/MySourceCommunityImpactAwards.cfm>. The My Source materials associated with your application(s), such as video, audio and print testimonials, may be submitted separately, but **no later than December 12, 2008**.*

Award Notifications

Awardees will be notified by January 23, 2009, so that they can make travel plans for the National Leaders Meeting, to be held in downtown Washington, DC March 18 through 20, 2009. Awardees will be recognized at the My Source Community Impact Awards dinner on Thursday, March 19.

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APPLICATIONS MUST BE SUBMITTED USING THE ONLINE FORM.

STEP ONE: Stories of Impact (Deadline October 31, 2008)

(Answers limited to 200 words each).

1. What is the title of your application/story of impact?
2. What role did the station play in responding to a particular community issue or opportunity? What content or services were provided, e.g. on-air programs, community events, Web or new media content, educational materials, etc.?
3. What made the station decide to address this particular issue/opportunity, e.g. viewer phone calls and e-mails, aligned with station goals, local statistics, community listening events, request from a community partner, etc.?
4. Describe the results and the impact of the content and services, e.g. increased community participation, stronger or new partnerships, awards received, increased funding or membership, etc.
5. What is the genre of your story, i.e., what kind of issue/opportunity was addressed by your station? *(Please select all that apply to this story.)*

- Arts & Culture
- Children/Youth
- Diversity
- Economics/Financial Literacy
- Education
- Emergency Response
- Environment
- Health
- History
- International
- Literacy
- Music
- News and Public Affairs
- Religion
- Science and Nature
- Other

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STEP TWO: My Source Materials (Deadline: December 12, 2008)

6. What *My Source* materials did you produce specifically to highlight your story of impact? **You may attach up to five My Source materials in support of each application.** Please provide a title and description (including the name of your *My Source* ambassador) for each testimonial submitted.

Testimonial Format(s):

- On-air TV
- On-air Radio
- Online Content
- Print Media
- Outdoor Media
- Earned Media
- Member Magazine
- Other Development Material
- Event Material
- Other

If you have materials that cannot be sent electronically, please mail them, along with the application ID (provided during the online application process), to:

*My Source Community Impact Awards
CPB
401 Ninth Street, NW
Washington, DC 20004*

Questions about the application process should be addressed via e-mail to Alison M. White, Director, Community Engagement and Awareness, awhite@cpb.org.