

**MSC/IRA
BROADCAST MEDIA AWARDS FOR TELEVISION OR RADIO
ENTRY FORM**

The Broadcast Media Award for Television recognizes outstanding reporting and programming on television that deals with reading and literacy, recognizing the value of reading in today's society, or promoting literacy. Entries must be oriented toward the general public rather than reading education professionals and should be informational, critical, or motivational rather than instructional. Entries may include but are not limited to:

1. Journalism on reading in schools, the home, or the community, including accounts of research and educational practices, coverage of reading activities, or appraisals of school reading programs.
2. Interview programs on reading in schools or the community or on reading education in general.
3. Public service programming that informs about reading, seeks to instill a love of reading, and/or promotes literacy.
4. Entertainment programming that informs about reading, seeks to instill a love of reading, and/or promotes literacy.

Entries must have aired for the first time between September 1, 2007 and September 1, 2008 and must reach the selection committee by September 1, 2008. Only one entry may be submitted per producer. Entries in any language are welcome. Entries in languages other than English must include a copy of the script in English. Entries must include (2) copies on ½ inch standard VHS format videotapes. Please note that copies of tapes submitted for the award will not be returned. (For radio, cassettes or CD's may be submitted.)

Send entries to: Faye Crow
3703 Watts Drive
Columbia, MO 65203
Email: fcrow@mchsi.com

1. Name of producer _____

2. Address of producer _____

City _____ State/Province _____

Country _____ ZIP/Postal Code _____

Telephone _____ FAX _____ Email _____

3. If the person who should receive the award is not the producer, please provide name, address, phone, and FAX numbers.

Name _____

Address _____

City _____ State/Province _____

Country _____ ZIP/Postal Code _____

Telephone _____ FAX _____ Email _____

4. Exact title of program_____
- Length of program (minutes)_____
5. Brief synopsis of program (how it specifically relates to reading)_____
- _____
- _____
6. Name of person submitting entry_____
- Address_____
- City_____ ZIP/Postal Code_____
- Telephone_____ FAX_____ Email_____
7. Station and/or network where program aired_____
- City_____ State/Province_____
- Country_____ ZIP/Postal Code_____
8. Address of station and/or network_____
- City_____ State/Province_____
- Country_____ ZIP/Postal Code_____
9. Date program first aired_____ Time_____
10. Number of times aired_____
- Estimated audience size each time_____
11. Intended audience: Children Adults Public Service Programming
12. Reason for presentation_____
13. Audience impact_____
14. Other comments_____
- _____
- _____