HINTS & TIPS ON PREPARING A WINNING ACRA ENTRY

Below are hints & tips to ensure your entry has maximum impact on the judges and isn't disadvantaged in any way!

ENTRY DETAILS & SPECIAL ENTRY FORMS

- Demonstrate versatility, innovation and creativity

- Your entry must address all criteria on the entry form

- Include your official ACMA identity (eg. 2SYD) as well as your on-air ID (eg. Nova 96.9) to ensure your station is properly identified

- Pay close attention to completing name and title entry details – they need to appear exactly as they would appear on a finalist's certificate or winner's trophy

- Do not staple, bind or submit entries in folders and only provide photocopies of supporting material – not originals

- If you can't fit your response in the spaces made available on the Special Entry Form – feel free to complete on a separate page ensuring you do not exceed the page limit

- **Judges will not assess information which exceeds the maximum limits**

- Ensure your Station Manager or General Manager signs your Special Entry Form where required

AUDIO

- Judges want to hear **a lot more of you** and less of other people and music

- Entries should be exactly as broadcast – no added background music or sound effects

- Ensure your entry is broadcast quality

- Make sure your audio sticks to the time limit for the category – once again, judges will not assess audio that exceeds the maximum limits

- Get your best material up front on your audio – make it the first thing the judges hear to capture their attention and imagination

- State your name and station **only** at the beginning of your entry – there should be no music or noise in the background – no production, no station IDs. **DO NOT ANNOUNCE THE NAME OF THE CATEGORY**

- Your name and station tag can be on top of the stated audio limit for the category but the tag should **not exceed three seconds**

- Ideally provide a selection of material, except where stated otherwise

- Audio should be submitted on CD or uploaded to the website for online entries

- **DO NOT SUBMIT THE SAME AUDIO ENTRY FOR DIFFERENT CATEGORIES – IT WILL BE NOTICED - ESPECIALLY IF YOUR ENTRY MAKES IT THROUGH TO FINALIST JUDGING**

SUPPORTING MATERIAL

- All supporting material is strictly limited to one page, except where stated otherwise

- Check and double check the checklist for your entry before submission

- It is recommended that you do not submit the same audio entry for different categories

More hints & tips for individual categories can be found on the relevant entry form, on the ACRA website (www.acras.com.au) and in the FAQs.