



The Association  
for International  
Broadcasting



# The AIBs

## AIB International Media Excellence Awards 2009



**Cross-media Cross-border Cross-cultural**



### **ENTRY INFORMATION**

Closing date **31 July 2009**

Awards night **London, 4 November 2009**

# AIB International Media Excellence Awards 2009



## Cross-media, cross-border, cross-cultural

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Now in their fifth year, the AIB Media Excellence Awards – the AIBs – celebrate creativity and reward success. They are unique in the field of international electronic media by offering both peer and external review of entries. They are also independent of commercial influence.

The AIBs recognise the special skills and needs of the international broadcasting industry – an industry that is constantly growing, developing and increasing its reach as the use of new delivery platforms enable broadcasters to reach ever larger and more international audiences.

Everyone loves a winner and people throughout our industry enjoy the recognition of our peers. It is particularly important in these harsh economic times that the international media industry's creativity and innovation is recognised. Winning one of the AIBs confirms that your programming and content is really working, that your marketing is having an impact or that your technology is valued internationally. Then there's the boost to morale, which is something that cannot be overestimated – even more today than in previous years.

Importantly, the Awards are open to content produced in any language. We actively encourage producers of content in all languages to enter this year's AIBs as we recognise that 90% of the world's population does not speak English as a first language. So while this booklet is published in English, we encourage producers of content in other languages to enter their work.

The 2009 AIBs will be presented at a gala evening in London on 4 November 2009, when we'll be celebrating the creativity and influence of the world's international broadcasters. The evening is a fantastic opportunity to meet programme makers, marketers, new media experts and technologists from around the world, to share ideas and to start conversations. It's a great way to celebrate the success of your work and to gain column inches in the international press coverage that the AIBs generate each year.

We will be showcasing this year's entries on our Awards website and at the gala dinner. Winners will receive a glittering trophy on stage, generating more exposure and coverage for their organisation. With a wide range of categories, there's one to suit your organisation.

**If you don't enter, you cannot win!**

# Reactions to the 2008 AIBs

Rockhopper was delighted to have won the prize for Most Creative TV feature – especially when faced with such talented competition. These awards are extremely prestigious and a great incentive for everyone to raise their game in one of the most important areas of broadcasting. On top of which it was a great evening, at a wonderful venue with delicious food. It was also great to meet and chat with some of the best producers in the world.

Dick Bower, Series Producer, Rockhopper TV



FRANCE 24 was delighted to attend the AIB Media Awards evening, which offered great opportunities for catching up with old faces and meeting new contacts. And of course, the evening was all the more enjoyable for winning two awards – it is gratifying to have our strategy and programmes recognised by other broadcasting professionals.

Jean-Yves Bonsergent, COO, France 24

Receiving an AIB Media Excellence Award for “Hambani Makwerekwere” was one of my proudest moments. For this to be recognised by my peers from around the world is the highest accolade I could have hoped for this programme. The evening went beyond simply meeting fellow journalists. AIB provided a rare occasion to share ideas and insights from across the globe, awaken curiosity and glimpse the vast array of skills and technology feeding the international media.

Sasha Wales-Smith, Producer, SABC



## Enter the 2009 AIB Media Excellence Awards today, then join us in London on Wednesday 4 November to celebrate success!



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The AIB watches and listens to TV and radio programmes, and monitors online productions, from all over the world. As the industry association and global networking organisation that works in international media, we're in touch with what's going on in the industry on a truly international scale.

In 2007 we inaugurated the AIB Editors' Award, a special award that recognises the very best in international broadcasting and electronic media. The AIB Editors' Award is designed to celebrate the work of people or organisations that are delivering something really worthwhile to audiences around the world. It's the AIB's own Award, and one that is judged in the AIB itself - it doesn't involve the panel of judges that vote on the other award categories, nor does it respond to entries.

Up to three AIB Editors' Awards will be presented during the AIB 'Dîner Pensant' and Awards evening in London on 4 November. We're planning to reward at least one broadcaster and a programme that's caught our attention and, in our view, hasn't been given enough attention by the world's media.

The recipients of this year's AIB Editors' Award will be invited to join the Awards evening in London. As with all the AIBs, we won't reveal who's going to receive an Editors' Award until the ceremony itself.

It could be you...

## Judges

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Reflecting the international nature of the AIBs, our judges come from all over the world. They are actively involved in broadcasting, or in allied industries.

We also include judges from the world of print, such as reviewers of radio and TV content – this means we get the perspective of the viewing and listening public, as well as from industry peers.



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TV and radio**

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**AIB Editors' Awards**

# Best current affairs documentary

## TV and radio



### About this category

We're looking for documentaries (or an extended themed programme sequence) that has covered a topical subject in an interesting and perhaps unusual way, providing the audience with an insight it couldn't find elsewhere.

It might be a documentary explaining complex scientific research in a way that non-specialists can understand, or it might involve original investigative journalism. Whatever the subject, if it has caught your audience's imagination, then it should catch the attention of our international judging panel.

### What the judges are looking for

Superior production values, clear presentation, first-rate editing. And of course, story-telling that's fair, clear and concise – without assuming the audience has much prior knowledge of the subject.

### What your entry needs

The broadcast must have been transmitted originally between 1 May 2008 and 30 June 2009 and be an original production for television, radio or distribution "as live" online. The **AIB requires**, for **TV/video** entries:

- one clearly labelled copy of the production in digibeta tape format
- six copies of a DVD of the production.

For **radio/audio** entries, the **AIB requires**:

- two copies of a CD of the audio programme.

**For all entries:**

- an entry form (page 17 in this booklet)
- the entry fee by the closing date of 31 July 2009.

The DVD will be used by the TV judges. Should the entry be selected, the tape will be used as the source on the AIB Awards evening.

The entry fee may be paid by credit card, or by direct transfer to the AIB's London bank account (in which case add £10 to cover international bank charges)

**Productions in any language may be entered and indeed are encouraged.** All programme material must be submitted without onscreen visible time code. You must only supply DVDs and Digibetas that contain footage and episodes to be considered for the competition. Please do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially broadcast without the content (graphics or scenes) of the programme being re-edited.

Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications. Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.

# Clearest coverage of a single news event

## TV and radio



### About this category

We have two awards, one covering audio and the other video, and we're looking for the best examples of how major news stories have been covered on air.

News coverage of major events is difficult to get absolutely right - but there are TV and radio broadcasters around the world who cover stories incredibly well, giving their audiences the most accurate, credible reports on events that can shape people's lives.

### What the judges are looking for

The judges will be looking for the most appropriate way that a major news event has been covered for international audiences. Has the context been provided so that the audience - which may be completely unfamiliar with the situation and the events leading up to the event - can fully understand what's happened, and why? Have the reporters dealt compassionately with people affected by the event, and reported the event sensitively?

We're looking for best practice in this important award category.

### What your entry needs

The broadcast must have been transmitted originally between 1 May 2008 and 30 June 2009 and be an original production for television, radio or distribution "as live" online. The **AIB requires**, for **TV/video** entries:

- one clearly labelled copy of the production in digibeta tape format
- six copies of a DVD of the production.

For **radio/audio** entries, the **AIB requires**:

- two copies of a CD of the audio programme.

For all entries:

- an entry form (page 17 in this booklet)
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Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications. Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for this.

# Best creative feature

## TV and radio



### About this category

We're looking for a programme, or one episode from a programme series, that makes the most creative and exceptional use of the television or radio medium.

For television, it could be a breathtaking documentary filmed in HD. But it might also be an unusual quiz game format that breaks a mould or makes clever use of sound as well as great pictures.

For radio, your entry could perhaps be a travelogue that uses clever sound design and effects to enhance a compelling story, or a piece of drama used in a highly effectively way to illustrate an important issue.

It's definitely going to be a programme that people will remember.

### What your entry needs

The broadcast must have been transmitted originally between 1 May 2008 and 30 June 2009 and be an original production for television, radio or distribution "as live" online. The **AIB requires**, for **TV/video** entries:

- one clearly labelled copy of the production in digibeta tape format
- six copies a DVD of the production.

For **radio/audio** entries, the **AIB requires**:

- two copies of a CD of the audio programme.

For all entries:

- an entry form (page 17 in this booklet)
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Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications.

Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact start time for the clip.



## About this category

International broadcasting comprises a wide range of channels and stations that cater both to broad audiences and to niche audiences. It's the companies producing highly specialised programming genres that often are overlooked when it comes to celebrating success.

This AIB Award category provides the opportunity for broadcasters working in specialist genres to submit their work for recognition by the international media industry.

Whether it's children's or youth programming, the fashion genre or finance, wildlife or the environment, food or luxury goods, there's some great work being done by producers the world over. It's time for their work to be showcased.

## What the judges are looking for

The AIB Awards judges are looking for work that exemplifies the specialist genre, providing the audience with something that caters exactly to their needs - whether they are children, business people or hobbyists. The programming needs to be of the highest standard, competing with mainstream productions in presentation, editing, use of graphics and story-telling.

This Award is open to specialist channels on television, radio and online.

## What your entry needs

The broadcast must have been transmitted originally between 1 May 2008 and 30 June 2009 and be an original production for television, radio or distribution "as live" online. The **AIB requires**, for **TV/video** entries:

- one clearly labelled copy of the production in digibeta tape format
- six copies of a DVD-ROM of the production.

For **radio/audio** entries, the **AIB requires**:

- two copies of a CD of the audio programme.

For all entries:

- an entry form (page 17 in this booklet)
- the entry fee by the closing date of 31 July 2009.

The DVD will be used by the TV judges. Should the entry be selected, the tape will be used as the source on the AIB Awards evening.

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You must only supply DVDs and Digibetas that contain contain footage and episodes to be considered for the competition. Please do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially broadcast without the content (graphics or scenes) of the programme being re-edited.

Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications. Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact start time of the clip.



## About this category

Broadcasters the world over have recognised that it's essential to reach viewers and listeners on more than just a single platform. Their audiences are routinely accessing content on a range of devices, from mobile phones to MP3 players, PCs to set-top-boxes.

However, it's not enough simply to make the same content available on different platforms. It's essential to craft productions that make use of each of the platforms' unique attributes.

There are some great examples already out there, and we'll be showcasing the very best cross-media productions of the last year.

## What the judges are looking for

The judges will be looking for the production that has harnessed the power of traditional broadcasting and new media to deliver the content - and tell the story - in the most effective and appropriate way, ensuring that no part of the audience is short-changed.

We're looking for best practice in this important award category.

## What your entry needs

The broadcast must have been transmitted originally between 1 May 2008 and 30 June 2009 and be an original production for television, radio or distribution online. The **AIB requires:**

- one clearly labelled copy of the production in digibeta tape format
- six copies of either a CD-ROM or DVD-ROM on which the same production has been saved in either Quicktime or Windows Media format. The CD or DVD should include all elements of the cross-media production - video, web, mobile demonstration, etc.
- an entry form (page 17 in this booklet)
- the entry fee by the closing date of 31 July 2009.

The DVD will be used by the TV judges. Should the entry be selected, the tape will be used as the source on the AIB Awards evening.

Entries will not be returned.

The entry fee may be paid by credit card, or by direct transfer to the AIB's London bank account (in which case add £10 to cover international bank charges)

**Productions in any language may be entered and indeed are encouraged.** However, it is essential that for any non-English production, two (2) printed copies of an English-language transcript are provided as well as a CD with the transcript in PDF or MS Word format. All programme material must be submitted without onscreen visible time code .

All CD-ROM or DVD-ROMs must only contain footage and episodes to be considered for the competition. Please do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially broadcast without the content (graphics or scenes) of the programme being re-edited.

Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications. Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.



## About this category

Inspiring audiences to tune in or to access programmes, or to remain loyal to a media brand, are continuing challenges for the industry.

This Award will reward the broadcaster that has developed the most creative marketing strategy for reaching audiences, or has found the most creative marketing concept that has successfully raised the broadcaster's profile in one or more markets.

## What the judges are looking for

The judges will be looking for an imaginative campaign that has the ability to be replicated in other markets.

The judges will also look for the effective use of multiple platforms (billboards, on-air, online, etc) and will want to see measurable results.

## What your entry needs

The marketing campaign must have been implemented between 1 May 2008 and 30 June 2009.

The **AIB** requires:

- six copies of either a CD or DVD containing an overview of the marketing campaign plus a case study on how it was implemented and what measurable results were achieved. The overview and all accompanying documentation must be in the English language although **the campaign can have been in any language**.

Acceptable formats are MS Word, MS Powerpoint or Adobe PDF.

We also encourage you to provide a video presentation of the marketing strategy.

- three paper copies the MS Word, MS Powerpoint or Adobe PDF presentation.

We also recommend the submission of a video presentation. You should submit a digibeta tape containing the video, to a maximum duration of 10'. In addition, if you are submitting a video presentation we require six copies of either a CD-ROM or DVD-ROM on which the video presentation has been saved in either Quicktime or Windows Media format.

- an entry form (page 17 in this booklet)
- the entry fee by the closing date of 31 July 2009.

Entries will not be returned.

The entry fee may be paid by credit card, or by direct transfer to the AIB's London bank account (in which case add £10 to cover international bank charges)



## About this category

Technology has always played a major part in the production and distribution of content. Production tools available to broadcasters are developing faster than ever, enabling producers and journalists to work faster and more creatively.

At the same time, broadcasters have had to cater for a vastly increased number of platforms, adapting their content to the specific needs of each delivery method, from widescreen HD to relatively tiny hand-held devices.

This AIB Award will recognise the technology company that has developed the most appropriate and useful technological solution for the international broadcasting industry, whether it's in production, scheduling, distribution or content repurposing.

## What the judges are looking for

The judges will look at the way each entry has solved a specific need for the increasingly more complex TV, radio and online media industries, enabling a content producer to be more effective in the competitive environment.

The judges will look for cost-effectiveness, the ability to transfer the technology to less affluent areas of the world, and at the ease of use for the broadcaster or online producer.

## What your entry needs

The technology must have been implemented for the first time between 1 May 2008 and 30 June 2009. The

### AIB requires:

- six copies of either a CD-ROM or DVD-ROM containing an overview of the technology, plus a case study on how it has been implemented in a broadcaster or online or mobile content production facility. The overview and all accompanying documentation must be in the English language. Acceptable formats are MS Word, MS Powerpoint or Adobe PDF.

We also encourage you to provide a video presentation of the technology on the DVD.

- two paper copies the MS Word, MS Powerpoint or Adobe PDF presentation.
- an entry form (page 17 in this booklet)
- the entry fee by the closing date of 31 July 2009.

Entries will not be returned.

The entry fee may be paid by credit card, or by direct transfer to the AIB's London bank account (in which case add £10 to cover international bank charges)

# International personality of the year

## TV and radio



### About this category

The AIB is passionate about broadcasting and we know that almost everyone who appears on TV and radio around the world shares that passion.

This AIB Award will reward the very best personality who appears on the air - on TV and on radio - and makes an impact on the audience.

Who's the most engaging personality who can inform the audience about the subjects under discussion with poise, calmness and enthusiasm.

We'll be awarding one Award for the radio personality of the year, and one Award for TV personality of the year.

### What the judges are looking for

The judges will look at the presentational skills of each entrant and the way in which he or she has conveyed the story to the audience.

The judges are looking for the personality who has provided the context around the subject with clarity and purpose. They will also look for the most engaging on air manner.

### What your entry needs

This Award is open to personalities who have been on the air between 1 May 2008 and 30 June 2009, **working in any language.**

The **AIB requires**, for **TV/video** entries:

- one copy of a showreel in digibeta tape format
- six copies of either a DVD with the same showreel.

For **radio/audio** entries, the **AIB requires**:

- two copies of a CD of a compilation of the personality's work.

For all entries:

- a description of the personality, including their professional CV, of no more than 1,500 words, together with a high resolution JPG image. We require two copies of the description and CV in hard copy, and two copies of the description, CV and JPG image on CD-ROM.

- an entry form (page 17 in this booklet)

- the entry fee by the closing date of 31 July 2008.

The entry fee may be paid by credit card, or by direct transfer to the AIB's London bank account (in which case add £10 to cover international bank charges)

It is essential that for any non-English presenter, two (2) printed copies of an English-language transcript are provided as well as a CD with the transcript in PDF or MS Word format.

All programme material must be submitted without on-screen visible time code.

All entries must be submitted as they were initially broadcast without the content of the programme being re-edited.

Please be sure to record the mixed audio on all channels and have a technician verify that the audio has been properly recorded to these specifications. Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact start time for the clip.



## How do I enter

All entries must be accompanied by the official entry form (which appears on page 17 and can be downloaded in PDF format from [www.aibawards.com](http://www.aibawards.com)). One entry form is needed for each entry.

The AIB Awards are administered by the Association for International Broadcasting, the not-for-profit industry association and networking organisation. We endeavour to keep all our overheads as low as possible, but these annual Awards are a major undertaking and involve significant costs. That's why we charge a modest administration fee for each entry.

The entry fee is £75, plus UK VAT @ 15%, (total £83.63) per entry. Companies that are members of the AIB, fully-paid up at the time of entry, benefit from a reduced entry fee of £35, plus UK VAT @ 15% (total £39.03).

Entry fees may be paid online, using the RBS WorldPay system at [www.aib.org.uk](http://www.aib.org.uk). Alternatively, fees may be paid by credit card by including the cardholder details on the entry form. We also accept international bank transfers, but £10 must be added to **each transfer** (not each entry) to cover bank charges.

Award entries must reach the AIB in the UK no later than 1600 GMT on 31 July 2009.

## My entry is for TV or video

The AIB requires one copy of a **PAL-format** digibeta tape of the entry plus six copies of a DVD. Please check that each DVD is free of read errors before you send it!

There must be no timecode visible on the entry submission.

The digibeta tape and all DVDs must only contain footage and episodes to be considered for the competition.

**Time codes** are required on the digibeta tape for each individual entry. A complete and accurate time code must be completed for each entry. The 'in' time code must begin with the first frame of each slate and the 'out' time code must be the first frame of black at the end of each entry. Please ensure you add one slate for each entry.

**Slate information** must include the entry name, the AIB category title together with the organisation name and key contact name.

Please do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially broadcast without the content of the programme being re-edited.

Please be sure to record the mixed audio on all channels and have a video technician verify that the audio has been properly recorded to these specifications. Do remember to tell us the 30" clip that should be used if the Award is shortlisted – provide the exact start time in minutes, seconds and frames.

In addition to the video material, we require the appropriate paperwork that is detailed on each Awards page in this booklet. Make sure you send the correct number of copies on paper and on CD-ROM as noted in the specific requirements.

## I'm entering the radio or audio categories

The AIB requires two copies of a CD with the radio or audio programme. Please ask a technician to check that the audio has



been properly recorded on each CD.

We will upload the programme to a secure area of the AIB's Award website for each judge to access the entry, if it is shortlisted.

As well as the audio material, we require the accompanying paperwork that is detailed on each Awards page in this booklet. Make sure you send the correct number of copies on paper and on CD as noted in the specific requirements.

### **What about the mobile or cross-media category?**

Treat this in a similar way to a TV entry, if possible. Send in six copies of a DVD (or a CD) with a presentation that demonstrates clearly how the production went onto mobile or cross media platforms.

We also need a written explanation that should be included on the DVD or CD, plus two copies in hard copy.

### **My entry is for technology or marketing**

You need to submit material that will engage the judges and make them want to know more about the technology or marketing concept you are entering.

Please submit six copies of a CD or DVD that completely explains the entry, including a video presentation wherever possible. We recommend that there is an explanation of the entry - in English - in MS Word or PDF format on the CD or DVD.

### **Do you return the entries?**

We can only return entries if the company entering meets all the costs involved in repacking and shipping.

### **My entry is not in English**

That's great, because the AIB actively encourages entries in languages other than English. However, since all the judging is carried out in English, we need to provide our judges with a way of evaluating the production in the English language.

Please ensure that you submit two (2) printed copies of an English-language transcript of the entry (this applies to radio and to television) together with an electronic version on CD-ROM in either PDF or MS-Word file formats.

In addition, we would urge TV entries to have **English-language subtitles** added to the entry to make our judges' work simpler and to ensure that they gain as much understanding of the production as possible.

### **Can I enter more than once?**

There is no limit to the number of entries you can make, either for the Awards as a whole, or for any category. You will need to send in a separate entry form for every entry you submit, and pay the administration fee for each entry, too.

### **Will my entry go on show anywhere?**

The AIB will be undertaking a viral marketing campaign to bring a "people's award" to this year's AIB Media Excellence Awards. We'll be encouraging users of social networking sites like Facebook, Bebo and MySpace to look at and listen to this year's shortlisted entries and to vote for their favourite production or personality. By entering the Awards, you agree that the AIB can upload extracts of your production to



one or more websites for this “people’s” vote. Shortlisted entries will be shown during the Awards night in London on 4 November.

### How do we send you our entries?

All entries must be sent to the AIB Awards office, at the AIB headquarters in the UK. If you are sending your entries from outside the UK, please ensure that you **mark the package as containing non-commercial items**. This will avoid possible customs duties.

**The AIB is unable to pay any customs or import duties** on award entries sent to us.

For entries from UK-based companies, we recommend that you ship via Royal Mail Special Delivery. This will save significant costs in courioring entries - the AIB is located in rural Kent and the cost of a motorbike courier from central London runs to well over £100!

### What’s the judging process?

The AIB will be shortlisting all the entries during August, and sending the shortlisted entries to our international jury in September. We’ll tell all entrants whose work has been shortlisted in mid-August. The results will come back to the AIB from our judges in late September. We’ll then produce the Awards and any highly commended certificates in time for the AIB Awards in London on Wednesday 4 November 2009.

We will not give information about the winners in advance of the Awards night.

### When will the Awards be presented?

This year’s AIB Media Excellence Awards will be presented during a *diner pensant* at LSO St Luke’s in London on Wednesday 4

November. The evening will start with a reception at 18.00, followed by dinner. The Awards will be presented in two stages during the evening, hosted by an international TV presenter.

Tickets for the Awards dinner are available now, with an early-bird discount for all bookings made before the Awards closing date of 10 July 2009. Cancellations will be accepted up to 30 September, with full refunds given less a 10% administration charge. Between 1 October and 15 October, cancellations will be subject to a 50% administration fee. We cannot accept cancellations after 15 October.

We will accept changes in the name of guests up to Friday 30 October.

### Will you tell us if we have won?

Shortlisted entrants will be advised during October. However, the AIB **will not** release any of the final results in advance of the Awards evening in London on 4 November.

### Can my company sponsor an Award?

**Yes!** All the AIB Media Excellence Awards are available for sponsorship, along with the champagne reception on the Awards night and the Awards dinner itself.

To find out more, talk to the AIB’s Alison Seary on +44 20 7993 2557, or e-mail [alison.seary@aib.org.uk](mailto:alison.seary@aib.org.uk)

### I still have questions...

The AIB is happy to answer any questions you may have about the Awards. You can call the AIB head office on +44 20 7993 2557 where the AIB Awards team is available to help you with your entries.

# Entry Form



Each entry must be accompanied by this form, plus the individual entry fee





Organisation \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Job title \_\_\_\_\_  
Address \_\_\_\_\_  
Town/City \_\_\_\_\_  
Post/Zip Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Award Category

Best current affairs documentary TV  Radio   
Clearest coverage of single news event TV  Radio   
Best creative feature TV  Radio   
Best mobile or cross media production  Most creative specialist genre   
Most creative marketing strategy  Most innovative use of technology   
International personality of the year TV  Radio

Entry title \_\_\_\_\_  
Original transmission date *where applicable* \_\_\_\_\_  
Original language \_\_\_\_\_

- I accept the rules applying to these Awards (published on the Awards website)  
 I am enclosing my entry fee of £83.63 (£75 plus UK VAT at 15%) payable to "AIB" drawn on a UK bank (non-AIB member fee)  
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This form and accompanying media and documentation must be submitted to: AIB Media Excellence Awards 2009, Room G204, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom

# Awards Night and *Dîner Pensant* 2008

The 2008 AIB Media Excellence Awards and *Dîner Pensant* was a tremendous celebration of success. Join us this year!





**Best current affairs  
documentary -  
TV and radio**

**Clearest coverage  
of a single news  
event - TV and radio**

**Best creative feature  
- TV and radio**

**Most creative  
specialist genre**

**Best mobile or cross-  
media production**

**Most creative  
marketing  
strategy**

**Most innovative  
technology**

**International  
personality of the  
year - TV and radio**

**AIB Editors' Awards**

