



Suggested Copy for Club Websites:

(Name of Your Club)

Joins the

Best of West Media Awards

Honoring Service to the Advertising Industry and Our Community

Nominate Yourself, Your Company Or Anyone Worthy!!

Enter Here: (Link to: <https://aafwesternregion.org/media-awards-home>)

Community service and the benefits to those the media serve comprise the major qualifications for Best of the West Media Awards. Media and Advertising Outlets based in our area will compete against those from throughout the West! Sub-categories for many awards will ensure that outlets in our market will compete with those of similar sizes. Awards are presented to honor work and activities from October 1 of the previous year through September 30 of the current year.

PRESS HERE TO DOWNLOAD ENTRY PACKET: (attach Information PDF Provided)

Schedule:

Nominations Deadline: October 8, 2021

Judging Period: October 11-24, 2021

Announcement of Finalists: November 1, 2021 Awards Presentation (online): November 18, 2021, Subject to Change

Entry Fees:

Company & Individual Entry: \$45

Student Entry: \$35

Enter Here: (Link to: <https://aafwesternregion.org/media-awards-home>)

Awards Boundaries:

The Award boundaries will mirror the American Advertising Federation Western Region boundaries which includes the states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming and the El Paso market area of Texas.

AWARDS

Awards given to a Company:

- 1. Radio Broadcaster of the Year**
- 2. Television Broadcaster of the Year**
- 3. Newspaper of the Year**
- 4. Outdoor Company of the Year**
- 5. Magazine of the Year**
- 6. Western Region Website of the Year**
- 7. Blog/Podcast of the Year**
- 8. Advertising Agency of the Year**
- 9. Media Agency of the Year**
- 10. Governmental Media Outlet of the Year**
- 11. Locally produced radio or television show of the Year**
- 12. Public Service Campaign or Event of the Year**
- 13. Best Coverage of a local news story of the Year**

Awards given to an Individual:

- 14. Media Professional of the Year**
- 15. Media Talent of the Year**
- 16. Agency Professional of the Year**
- 17. Young Achiever Award**

Student Awards:

- 18. Best college Media Outlet of the Year (Radio, TV or Newspaper)**
- 19. Best college Web Site/Blog of the Year**
- 20. Best Student Media Representative of the Year**

Enter Here: (Link to: <https://aafwesternregion.org/media-awards-home>)