



(replace Western Region Logo with your Club Logo)

FOR IMMEDIATE RELEASE

**Contact: (Club Contact Name)
(Club Email address and phone)**

(Name of Club) Joins AAF Western Region To Honor Media Outlets in (Name of Your City) and Throughout the West

(Date) - (Name of Your Club) will be joining the American Advertising Federation Western Region in honoring local media, advertising companies and individuals from throughout the Western United States in the Best of the West Media Awards, which will honor service to local communities throughout the West. Community service and the benefits to those whom 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 from markets of similar sizes.

The goal of these awards are not to necessarily honor those with the highest ratings, circulation or creative achievements, but to honor those who do the best at serving their local communities and being good members of the community.

Nominations are now open, with a nomination early deadline of October 15 and final deadline of October 31. Anyone can nominate their favorite local media outlets or media employees, and members of the media can nominate their company, those they work with or even themselves. There are categories for media outlets, individuals and college media outlets. The entry portal is at www.AAFWesternRegion.org and can also be found at the (name of club) website: (web address for club information)

Awards are presented to honor work and activities from October 1 of the previous year through September 30 of the current year. Judges will be working members of the media from outside the Western United States and the Awards Gala will occur in November.

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.

BEST OF WEST MEDIA 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**

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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**

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