



You made the Radio.  
Now it's time to make history.  
Enter the 2008 Radio-Mercury Awards  
Student Competition

**\$2,500 Prize.**  
**Entry Deadline: March 28, 2008.**

The Radio-Mercury Awards is widely recognized as the premier Radio creative competition. Radio-Mercury Award winners are viewed - and listened to - as standard-bearers of creative excellence within the creative and Radio communities.

Colleges, universities, schools, and their students have the opportunity to make history when they enter the Radio-Mercury Awards. We want to discover and reward the best student Radio commercials with a \$2,500 prize and the distinctive Radio-Mercury Awards trophy. The winning student and school will receive publicity through the Radio-Mercury Awards event and on our annual CD. The prestige of winning a Radio-Mercury Award can reap career and educational benefits beyond the yearly awards show.

It's time to make history. Enter the 2008 Radio-Mercury Awards Student competition.

**2008 Prize:** One (1) \$2,500 Student Prize and Trophy

**Entry Deadline:** Friday, March 28, 2008.

**Entry Fees:** \$30 per entry.

**Finalist and Winner Notification:** We will notify the contact person for each Finalist by mid-May, 2006. We will announce the Winner at a gala luncheon on Wednesday, May 21, 2008.

### **Entry Guidelines and Entry Categories**

*What is an eligible entry?*

- A Radio commercial, in audio form, of at least 30 seconds, and no more than 60 seconds, in length.
- The standards for the commercial should be based on whether the content could air on a U.S. commercially licensed station.
- The commercial was created by an individual student or team of students as part of a class project, for a current or immediately prior class, in the curriculum of advertising, art and design, broadcasting, communications, copywriting, or public relations. The commercial can be for an actual or fictitious product or service.
- If the commercial was broadcast on the school's Radio station, the station should be licensed as commercial or educational. In addition, the commercial should have been broadcast for the first time between January 1, 2007 and March 28, 2008.
- In the event that the commercial is for an actual product or service, entrant must obtain full and proper clearance from all parties involved, prior to entering the commercial, including copyright and trademark permission.
- Non-U.S. entries are not eligible.
- Public Service Announcements are not eligible.

*Who should submit the entry?*

A professor or instructor at a qualified educational institution (as defined below) or the educational institution itself may submit an entry. Entries by individual students will not be accepted.

*What is a qualified educational institution?*

- A two-year or four-year U.S. chartered school or university offering graduate or post-graduate degrees.
- A U.S. chartered community college offering two-year associate degrees.
- A U.S. professional, technical or "proprietary" school offering an education in advertising, art and design, or broadcasting, with the goal of professional employment within the fields of advertising or broadcasting upon completion.

*Who receives the Award and Prize Money?*

The Award and prize money will be given to the winning college, university, or school. The winning college, university or school is solely responsible for distribution of the award and prize money.

### **Eligible Categories**

- English: Predominantly in the English language
- Spanish-Language: Predominantly in Spanish and originally produced in Spanish. Please complete the entry form in English. Please include printed English translation with each Spanish-Language entry.

### **Entry Options:**

- You can enter online at [www.adiomercuryawards.com](http://www.adiomercuryawards.com).
- Follow the instructions and use this form to mail in your entries.

### **Entry Formats**

- We accept the following formats only: CD, DAT, Cassette, MP3.
- Place all entries on one CD, DAT, Cassette. MP3 instructions are listed below.
- Please do not include a slate before your spot(s)
- Please clearly write the name of your college/university on each CD, DAT or Cassette.
- MP3: Once we receive your Entry package, we will contact you with instructions on how to submit your MP3 entry.

### **Judging Process**

Judging panel will consist of qualified individuals appointed by The Radio-Mercury Awards. Judges will judge individually. The RCF reserves the right, if necessary, to interpret judging scores and weigh factors relevant to the competition's purpose of rewarding creative excellence, and to reduce the number of Prizes given out in any category or not to award a Prize in any category if the quality of the entries does not meet the competition's purpose of rewarding creative excellence in radio commercials and public service announcements. The decisions of judges during the judging process, and thereafter, the decisions of The RCF, shall be final.

### **Entrant's Responsibility**

Entrants should obtain full and proper clearance from all parties involved in the creation and production of each spot entered, on behalf of all parties having a relevant interest in the Entry, before they submit commercial(s) into the competition. Entrants should ensure that they fulfill the eligibility requirements set forth by The Radio Creative Fund, legal entity of the Radio-Mercury Awards, and be prepared to present requested paperwork in the event commercial(s) reach the Finalist stage. The Entrant is responsible for determining which parties receive credit on an Entry.

### **The Entry Process**

- Complete The Entry Form
- Include a check, or complete credit card information section of Summary Sheet
- Make a copy of The Entry Form for your records.
- Include original Entry Form, a check (if applicable) and actual Entries in one package and mail to: The Radio-Mercury Awards, 125 W. 55th Street, 5th Floor, New York, NY 10019, Attn: Meghan Buonocore.

**Questions?** Contact us at 212.681.7207 or email [mercury@rab.com](mailto:mercury@rab.com). Good luck in the competition!



RADIO—  
MERCURY  
—AWARDS

125 W. 55th Street  
5th Floor  
New York, NY 10019

**Call for Entry Deadline: March 28, 2008.**