


The Annual

CableFAX

PROGRAM AWARDS

Saluting Cable's Top Shows, People and Entertainment Icons

 EXTENDED LATE
DEADLINE:
JUNE 24, 2011

www.CableFaxProgramAwards.com

CableFAX

PROGRAM AWARDS ENTRY DEADLINE: JUNE 24, 2011

AWARDS EVENT: OCTOBER 2011

WWW.CABLEFAXPROGRAMAWARDS.COM

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's great on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

The CableFAX Program Awards will honor the crème de la crème, as judged by a blue-chip panel of experts from within and outside the industry. As cable content extends into the Internet, high-def and mobile platforms, The CableFAX Program Awards will also benchmark the top HD content, mobile and online programs.

Are you ready to enter? It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners at an awards event in October 2011, and in the annual CableFAX Program Awards issue of CableFAX Daily.

▶ NATIONAL & INTERNATIONAL RECOGNITION

The annual CableFAX Program Awards serve as a testament to you and your team's success. Present your best in cable content and become one of the select CableFAX Program Awards recipients. CableFAX Program Awards Winners will gain:

- Recognition at Awards Luncheon honoring the winners and honorable mentions.
- Outstanding exposure through profile in the annual CableFAX: The Magazine Program Awards issue.
- Recognition in CableFAX eletters and national wire services.
- A crystal award.
- Recognition in CableFAX Daily and exposure through email promotions and press releases.
- Coverage on CableFAXProgramAwards.com, CableFAX.com and a link to the winner's Web site.

▶ GENERAL ENTRY RULES

Eligibility Period

To be eligible, the program or series must have been shown on cable over the last 12 months. Some of the work must have occurred during this time, but it's not necessary for it to be completed during the eligibility period.

▶ WHO SHOULD ENTER?

The CableFAX Program Awards are open to all cable networks and MSOs worldwide. Additionally, PR, marketing

and publicity firms and other show partners are eligible to compete on behalf of their cable clients.

▶ HOW TO ENTER

Compiling Your Entry

The following information must be listed on your synopsis:

- Category entered
- Title of entry (as it would appear on your award)
- Team members (on campaign) or Person who is entering
- Key contact for entry
- Organization submitting entry

There are no binder specifications when compiling your entry.

▶ YOUR WRITTEN ENTRY

For Program Categories

Please include a short synopsis (max 400 words) that describes show or series, impact to industry and viewers, publicity generated, audience reaction, critical performance and continuity. It's important to submit video clips of entire shows or highlights.

For People Categories

Please include a 2-page synopsis with the following information: In 750 words or less, please explain why you or the person you're nominating should win this award. Include achievements, accolades, challenges, and specific success stories. Include video clips of the nominee's programs (5 min max length per clip) and other supporting material that you feel would be helpful to the judges.

▶ WHAT TO SEND

Send three (3) copies of your entry form, five (5) copies of your synopsis, five (5) sets of supporting materials including a video clip in DVD format, and the entry fee.

▶ EXTENDED LATE DEADLINE

Entry Deadline: June 24, 2011 (postmarked)

All entries must be postmarked by June 6, 2011. Entries postmarked between June 7, 2011 and June 24, 2011, please add a \$175 late fee per entry. Finalists will be notified in June and honored in October in New York City.

▶ WHERE TO SEND ENTRY

Access Intelligence, LLC,
Mary-Lou French, CableFAX Program Awards
4 Choke Cherry Road, 2nd Floor
Rockville, MD 20850
mfrench@accessintel.com

Please indicate on the left-hand corner of the envelope the categories you are entering. CableFAX will not return any entries or supporting materials.

▶ ENTRY FEES

The price of each primary entry is \$300. If you submit the same entry into multiple categories, the additional fee is \$175 per category. Late entry surcharge of \$175 per entry. Payment in full

must accompany the entry. Entry fees are not refundable. Multiple entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the "How to Enter" instructions above for each additional category you will be entering.

▶ SPONSORSHIP OPPORTUNITIES

To sponsor the CableFAX Program Awards Luncheon & the CableFAX Program Awards Issue, please contact Debbie Vodenos at (301) 354-1695; dvodenos@accessintel.com

▶ ENTRY QUESTIONS

Please contact awards coordinator Mary Lou French at (301) 354-1851, mfrench@accessintel.com

▶ FAQs

HOW ARE THE ENTRIES JUDGED?

Entries are judged by Cable industry executives, as well as by the staff of CableFAX Daily and CableFAX: The Magazine. We evaluate your entry based on the criteria listed in this awards program, including quality of show, viewership success, and creativity of programming. In the case of the "people" awards, entries are evaluated based on outstanding acting, directing, producing, and writing.

WHERE AND WHEN WILL THE RECEPTION BE HELD?

The winners and honorable mentions will receive their CableFAX Program Award during an awards luncheon in October 2011 in Los Angeles.

HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

Provide succinct video clips, summary, testimonials and other supporting material.

WHEN WILL I BE NOTIFIED ABOUT THE STATUS OF MY ENTRY?

You will be contacted by CableFAX staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists will be notified in June.

IS THIS AWARDS PROGRAM AFFILIATED WITH ANY INDUSTRY ORGANIZATIONS?

The CableFAX Program Awards is an independent competition unaffiliated with any other cable organization. Your entries are held in strict confidence by the judges and CableFAX.

ABOUT US

CableFAX is the most trusted brand in the industry, providing cable executives with the most original, comprehensive and insightful overview of the latest industry news and strategic initiatives. CableFAX offerings include a wide range of resources for cable professionals, including CableFAX Daily, CableFAX: The Magazine, award programs, Webinars, special reports, networking events and workshops.

CATEGORIES:

Best Show or Series In The Following Genres:

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Family Friendly
- Fitness/Health
- Food
- Music
- News
- Public Affairs
- Reality/Game Show
- Sci Fi
- Sports
- Talk Show
- Best Regional Program
- Other: enter your best in a genre not mentioned above

Best Actor/Actress/ Host In The Following Genres:

- Animals/Nature
- Comedy
- Drama
- Family Friendly
- Food
- Music
- News/Public Affairs
- Reality/Game Show
- Sports
- Talk Shows
- Best Regional Program
- Public Affairs
- Other: enter your best in a genre not mentioned above

Platinum/People Categories:

- Best Actor in Cable
- Best Actress in Cable
- Best Cable Program
- Best New Cable Program
- Best Producer
- Best Writer
- Best Director
- Hall of Fame

Special Categories:

- Best Opening Sequence
- Best Surprise Ending

Tech Categories:

- Best Online/Mobile Extras for a Linear Show
- Best Online-Only/Mobile-Only Show
- Best Video on Demand Program/Special



CableFAX Program Awards Entry Form ■ Extended Late Deadline: June 24, 2011 *Detach and return with entry*

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at www.CableFaxProgramAwards.com.

BEST SHOW OR SERIES IN THE FOLLOWING GENRES:

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Family Friendly
- Fitness/Health
- Food
- Music
- News

- Public Affairs
- Reality/Game Show
- Sci Fi
- Sports
- Talk Show
- Best Regional Program
- Other: enter your best in a genre not mentioned above

BEST ACTOR/ACTRESS/HOST IN THE FOLLOWING GENRES:

- Animals/Nature
- Comedy
- Drama

- Family Friendly
- Food
- Music
- News/Public Affairs
- Reality/Game Show
- Sports
- Talk Shows
- Best Regional Program
- Other: enter your best in a genre not mentioned above

PLATINUM/PEOPLE CATEGORIES:

- Best Actor in Cable
- Best Actress in Cable

- Best Cable Program
- Best New Cable Program
- Best Producer
- Best Writer
- Best Director
- Hall of Fame

SPECIAL CATEGORIES:

- Best Opening Sequence
- Best Surprise Ending

TECH CATEGORIES:

- Best Online/Mobile Extras for a Linear Show

- Best Online-Only/Mobile-Only Show
- Best Video on Demand Program/Special

Title of Entry (as you'd like it to appear on your award)

City

Contact Name/Job title

State/Zip

Company Name

Telephone of Contact

Agency Name (if applicable)

Fax (Required)

Contact Address

Email Address (Required)

ENTRY FEES

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$ _____
 - Late entry fee: \$175 per entry \$175 each \$ _____
(for entries sent between June 6, 2011 and June 24, 2011)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after June 6, 2011.

* Payment in full must accompany the entry.

** If your organization is entering another campaign, please submit separate entry form.

PAYMENT OPTIONS

- Check (payable to Access Intelligence/CableFAX) Money Order
- Mastercard Visa Discover American Express

Credit Card #

Exp.

Print name of card holder

Signature

Entry fees are not refundable.

Access Intelligence Federal Tax ID#: 52-2270063