

Call For Entries

THE ANNUAL

Cablefax

PROGRAM AWARDS

Saluting Cable's Top Shows, People and Entertainment Icons

**ENTRY
DEADLINE**
June 20, 2014

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 2014.

CATEGORIES:

Best Show or Series In The Following Genres:

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Faith Based/Religious
- Family Friendly
- Food
- Music
- News
- Public Affairs
- Reality
- Reality Competition/

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:

- Comedy
- Drama
- Family Friendly
- Food
- Music

- News/Public Affairs
- Reality Competition/
Game Show
- Regional Program
- Sports
- Talk Shows
- 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 Showrunner
- Hall of Fame

Special Category:

- Best Opening Sequence

Tech Categories:

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



• 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 an Awards Breakfast honoring the winners and honorable mentions.
- 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, three (3) copies of your synopsis, three (3) sets of supporting materials including a video clip in DVD format, and the entry fee.

Final Entry Deadline: June 27, 2014 (postmarked)

Entries postmarked between June 21, 2014 and June 27, 2014, please add a \$215 late fee per entry. Finalists will be notified in August and honored in October.

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 \$325. If you submit the same entry into multiple categories, the additional fee is \$215 per category. Late entry surcharge of \$215 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 Breakfast & the Cablefax Program Awards Issue, please contact Amy Abbey at (301) 354-1629, aabbey@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 outside experts, 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 event in October 2014 in New York.

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 August.

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, and networking events.

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. Now is your chance to win a Cablefax Program Award and get recognized for bringing value to your viewers. The winners and honorable mentions will be saluted during an awards luncheon in Fall 2014.

Enter as many categories as you like but please tailor your entry to the category you are entering.

Visit www.cablefaxprogramawards.com for full details

Platinum/People Categories:

- Best Actor in Cable
- Best Actress in Cable
- Best Cable Program
- Best New Cable Program
- Best Showrunner
- Hall of Fame: Open to actors, writers, directors, producers and programming executives for a body of work

Best Show or Series in the Following Genre

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education/Instructional
- Family Friendly
- Faith Based/Religious
- Food
- Music
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- Reality Competition/ Game Show
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- Other: enter your best in a genre not mentioned above

Special Category:

- Best Opening Sequence

Tech Categories:

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

COMPILING YOUR ENTRY

What to Send:

At the beginning of your two page synopsis, include the following information for all categories:

- Category entered
- Title of entry
- Key contact for entry
- Organization submitting entry

Supporting Materials:

- Video of Program on DVD
- Clippings
- Photos

How To Enter: Use this form or visit www.cablefaxprogramawards.com for additional category information.

Mary Lou French
Cablefax Program Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

Entry Deadline: June 20, 2014
Final Deadline: June 27, 2014
Event: October 2014

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

Company and/or Client: _____

Contact Name of person submitting entry: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone of Contact: _____ Fax of Contact: _____

Email Address (Required): _____

Entry Fees

- Primary entry: \$325 each \$325 each \$ _____
- Secondary entry of same campaign** into one or more categories: \$215 each \$215 each \$ _____
- Late entry fee: \$215 per entry (for entries sent between June 20 and June 27, 2014) \$215 each \$ _____
- Total \$ _____**

The late entry fee must be applied to each individual entry postmarked after June 21, 2014.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

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

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable.
Access Intelligence Federal Tax ID#: 52-2270063

www.CablefaxProgramAwards.com

The awards are presented by the most trusted information source in cable: Cablefax Daily and sister brand Cablefax: The Magazine.

Questions? Contact Awards Coordinator Mary Lou French at 301-354-1851; mfrench@accessintel.com.
Sponsorship Opportunities: Amy Abbey at 301-354-1629; aabbey@accessintel.com.