



2017 NAB DIGITAL LEADERSHIP AWARD ELIGIBILITY AND PROFESSIONAL REQUIREMENTS

NAB is currently accepting nominations for the NAB Digital Leadership Award. The award will be presented to an individual at a broadcast station, group or network who has had a significant role in transforming a traditional broadcast business to succeed on digital media platforms in a measurable way (e.g. new revenue, incremental revenue, audience growth, engagement, etc.) through the use of technology, mobile applications, social media or web-based information management and marketing.

The honoree will be recognized at the 2017 NAB Technology Luncheon in Las Vegas, Nev., on April 26. Candidates for the Digital Leadership Award must be or have been an owner, officer or employee of a company, subsidiary or division, the primary business of which is broadcasting and whose responsibilities include or intersect digital media or multi-screen media strategy, marketing, technology and/or innovation.

The size of the organization with which a candidate is affiliated is not a determining factor. The merits of the candidate's contributions are the sole factors that will be taken into account. The candidate for the Digital Leadership Award will be recognized on the basis of a significant contribution or contributions made over a period of time that created a transformational or innovative service for their broadcast property.

The candidates for the award shall have made contributions in one or more of the following categories:

- Leadership in Digital Media or Multi-screen Media
- New Technology Applications
- Mobile Applications
- Web-based Information Management and Marketing
- Streaming Media
- Website/Web Tools
- Digital Advertising
- Social Media and Related Applications
- Any other outstanding, new-media-related contribution, which in the opinion of the NAB Executive Committee warrants consideration.

The period of time encompassed by the contributions of the candidates for the award can range widely to include a lifetime of achievement or more recent contributions in the past year or two. The award winner will be selected by the NAB Executive Committee. The committee will place emphasis on the most recent achievements of the nominees.

Evidence of Accomplishment (including development of websites, social media applications, mobile applications, system development, digital advertising, streaming services, Web tools and enhancements to existing services; also include the work's impact on broadcast services):

Professional Activities (including awards, professional society memberships, etc.):

Education

Institution _____

Location _____

Degrees _____

Candidate Professional History (List present position first)

Year(s) _____

Company _____

Position and Responsibilities _____

Candidate Professional History

Year(s) _____

Company _____

Position and Responsibilities _____

Candidate Professional History

Year(s) _____

Company _____

Position and Responsibilities _____

Candidate Professional History

Year(s) _____

Company _____

Position and Responsibilities _____

Candidate Professional History

Year(s) _____

Company _____

Position and Responsibilities _____

Nominator

Name (print) _____

Signature _____

Company _____

Address _____

Phone _____ Email _____