

NAB is currently accepting nominations for the **2027 NAB Digital Leadership Award**. The award is presented to an individual at a broadcast station, group or network who has had a significant leadership role in the digital success of a broadcast business leveraging new and emerging technologies (e.g., new or significant revenue growth, increased audience engagement, non-traditional product development, innovative business strategies, etc.).

The honoree will be recognized at NAB Show 2027 in Las Vegas, April 4-7, 2027.

Candidates for the Digital Leadership Award must be or have been an owner, officer or employee of an NAB member company, subsidiary or division, the primary business of which is broadcasting, and whose leadership responsibilities include or intersect digital or multiplatform 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 considered, with a priority given to more recent achievements.

The candidate for the Digital Leadership Award will be recognized on the basis of leadership over a period of time that significantly contributed to their broadcast business's digital success. Special consideration will be given to efforts that demonstrate industry leadership in advancing overall digital business operations.

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

- *Leadership in digital media or multiplatform media*
 - *Multiplatform media includes web, streaming, mobile, social, artificial intelligence, etc.*
- *Significant non-traditional revenue growth*
- *Launch, evolution and growth of digital services or applications*
- *Innovative digital business strategies*
- *Development and growth of digital audiences and engagement*
- *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 several years. The award winner will be chosen by a selection committee of industry experts and the NAB Executive Committee. The committees will place emphasis on the most recent achievements of the nominees.

2027 NAB DIGITAL LEADERSHIP AWARD NOMINATION FORM

The purpose of this form is to collect information about candidates for the 2027 NAB Digital Leadership Award. Please complete this form with timely and relevant information. Attach additional exhibits if desired.

Please send nominations to TechAwards@nab.org by *the end of the day, Tuesday, January 19, 2027*

Candidate's Name _____
Last First Middle Initial

Candidate's Occupation _____
Position Company

Business Address _____

Business Phone _____ Email _____

Candidate's Accomplishments, Qualifications and Contributions: Please explain how they distinguish the candidate as outstanding. Use additional exhibits if necessary.

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Evidence of Accomplishment: Include results of strategic initiatives, digital platform advancements, audience growth and engagement, non-traditional revenue growth; also include the impact on overall broadcast services. Please use additional exhibits or links as necessary.

Professional Activities: Include awards, industry leadership positions, professional society memberships, etc. Use additional exhibits as necessary.

2027 NAB DIGITAL LEADERSHIP AWARD NOMINATION FORM

Education: List current or most recent first. *(Attach additional sheets if necessary)*

1. Institution _____

Location _____

Degree(s) _____

2. Institution _____

Location _____

Degrees(s) _____

Candidate Professional History: List current or most recent position first. *(Attach additional sheets if necessary)*

Year(s) _____

Company _____

Position and Responsibilities

Year(s) _____

Company _____

Position and Responsibilities

Year(s) _____

Company _____

Position and Responsibilities

Nominator Contact Information:

Name (print) _____ Signature _____

Company _____

Address _____

Phone _____ Email _____