

# HEARTLAND CHAPTER 2010 CALL FOR ENTRIES

## ELIGIBILITY AREA

The eligibility area for the Heartland Regional Emmy® Awards includes all broadcast and cable markets within the following markets: Denver, Oklahoma City, Tulsa, Wichita/Hutchinson, Omaha, Colorado Springs/Pueblo, Lincoln/Hastings-Kearney, Topeka, Grand Junction/Montrose, Cheyenne/Scottsbluff and North Platte.

**ELIGIBILITY PERIOD:** January 1, 2009 – December 31, 2009

## THE ENTRIES (please see General Rules page 15 for Eligibility Details)

The entire entry process is available online at [www.emmyawards.tv](http://www.emmyawards.tv).

**Entries will be accepted only as DVD video** . The readability of your DVD is your responsibility. If your DVD cannot be read, it will not be judged and your entry fee will not be refunded.

We recommend:

- DVD-R format; use a brand-name disk
- Finalize your DVDs, and test your completed disks on a different DVD player than the one used to burn the entry, to check that the finalization process was completed
- Printed DVD labels are not suggested; please use a permanent marker in legible handwriting and print **\*\*\*ONLY\*\*\*** the Category Name, the ID Number and the Title of the Entry on the disk. For example: **"Station Excellence / #23-14 / 'KTVQ Does It All'"**  
Neatness counts!
- Use a **clear hard-plastic sleeve**, square-shaped is best. Avoid the rectangular movie-style cases, or flexible cases.
- One entry per DVD. Two copies of the DVD for each entry.
- Why risk breaking the disk? Use a box or padded envelope to ship your entry
- **Include 2 copies of your paper entry form, no staples!**
- **New this year: Include two copies of the DVD.**
- **Important: Include your check for the entry fee with the DVDs, or include proof of prior online payment.**
- Groups submitting more than 10 entries need to include a Master List

**All materials are to be mailed/delivered to:**

**NATAS Heartland Chapter  
1247 Eureka Court**

**Highlands Ranch, CO 80126-2749**

If you have any questions, please call: (303) 722-0916

**Entries must be received by Friday, February 5, 2010, 5:00pm MST.**

## **ENTRY FEES: Tiered by Market Size for NATAS members**

### **Academy Members**

Station Excellence: \$300

All other Categories, **Markets 1-49**, primary entrant.....\$75

All other Categories, **Markets 1-49**, per add'l name.....\$45

All other Categories, **Markets 50-99**, primary entrant.....\$60

All other Categories, **Markets 50-99**, per add'l name.....\$45

All other Categories, **Markets 100+**, primary entrant.....\$50

All other Categories, **Markets 100+**, per add'l name.....\$45

Student Achievement.....\$60 (processing fee)

### **Non-Members**

Station Excellence: \$300

All other categories, primary entrant \$175

All other Categories, per add'l name \$125

Student Achievement \$60 (processing fee)

- Categories that receive only 1 or 2 entries will be merged with the most closely related category for purposes of judging and awards.
- Entrants who wish to have their entries returned must include a prepaid return-shipping label with their entry. Entries must be claimed by August 31, 2010.
- Changes/corrections to original entry form will incur a \$35 reprocessing fee.
- Entrants are responsible for the correct spelling of all information on the entry form; a list of **all entrants will be posted on the website in March** – please proof your entries for typos to avoid reprinting and/or re-engraving nomination certificates and statuette nameplates.
- Entries honored with Regional Emmy® Awards will not be returned, but will be retained by NATAS for archival purposes.
- The Heartland Chapter will permit NO changes in the listing of entrants after the announcement of nominees.
- All entries must reflect the highest standard of journalistic ethics, including accuracy and truth.
- Submission of an entry constitutes permission for the Heartland chapter of NATAS to telecast, Webcast or screen the entry, or portions of the entry, as part of the Emmy® awards competition, promotion and/or program. Winning entries may be made available to NATAS members and/or potential entrants for viewing. The National Academy retains all rights to any Webcast, telecast, video recording, audio recording or photographs of the Emmy® awards presentation and any use of the material without written permission is strictly prohibited. Clips from the telecast of the Emmy® awards, however, may be used in newscasts.

## THE AWARDS

Emmy® statuettes are awarded in all categories except for Student Achievement which is eligible for a plaque. In conjunction with the bylaws of NATAS, the person most responsible for the work is eligible to retain possession of the Emmy® statuette.

An Emmy® statuette will be presented to each winning entrant. **Only** those names on the entry form are eligible to receive statuettes.

For those not eligible for statuettes, Production Certificates and/or plaques may be purchased from the Heartland NATAS office for those who have participated in an award winning entry.

**NOTE:** We allow up to 12 names on the entry form, so that 12 people per entry are eligible for statuettes. The first six names are part of the original entry and must be paid for at the time the entry is submitted. Names 7-12 will be held in reserve, so that if the entry wins, those names will be eligible to *purchase* an individual statuette after the show, at a cost of \$250/statuette.

**NOMINATIONS ANNOUNCED:** June 2010 via Heartland NATAS website: [www.emmyawards.tv](http://www.emmyawards.tv). Nomination certificates will be mailed to nominees upon request.

**EMMY® AWARDS SHOW -- July 2010:** TBD.

## ENTRY FAQs

**Composite entries?** A composite is a sampling of segments, which convey to a judging panel the scope, breadth or range of an entry. Crafts Achievement categories may be composites (but it is not required) unless otherwise noted, containing samples of 3 or more different pieces of work exactly as aired. All composite entries must be clearly marked on the entry form. To differentiate between pieces, lay 3 seconds of black before the next piece begins. No additional effects or music are allowed. Shot sheet required, listing each segment of your composite in the order in which it appears on your entry. Composite entries must adhere to all guidelines; *the “3 seconds of black” rule will be enforced to prohibit post-production.*

**What’s the “3 seconds of black” rule?** In composite entries, and/or entries that have been edited to adhere to entry guidelines, you lay down a full 3 seconds of black prior to the next segment beginning. If there’s less space between segments, your entry may be disqualified. You may format your disk to include a menu, so the judges can choose each of your segments, instead of laying down black between them.

**What’s Double-dipping?** This is the practice of submitting the same entry in two categories. It’s allowed, but ONLY if you performed more than one function on the show, *and* use different credits on the entries. The National Academy will not award two statuettes to the same person for doing the same thing on the same entry. A good rule of thumb is this: if you performed one function on the show, enter it in one category; two functions, two categories, etc. For example, if you were the producer and the director, you’d enter *as the producer* in the program or news category, and enter *as the director* in a craft category.

**How many people can be listed per entry?** We are allowing up to 12 names on the entry form, so that 12 people per entry are eligible for statuettes if the entry wins. The first six names are part of the original entry, and must be paid for at the time the entry is submitted; those names automatically receive a statuette if the entry wins. Names 7-12 will be held in reserve, so that if the entry wins, those names will be eligible to *purchase a statuette after the show*, at a cost of \$250/statuette.

**What do I put on the disk?** Entries must be submitted exactly as transmitted, i.e. what the viewer saw. Previously broadcast or syndicated material may not constitute more than 1/3 of an entry and must be clearly indicated on the entry form. Additional audio and video material may not be added. Editing, or other post production is not allowed. Each DVD must contain one entry per category. All commercials must be edited out *leaving 3 seconds of black between segments*. **All entries over :30 must include a :30 clip at the end of the entry, following 10 seconds of black, for possible use during the Emmy® awards ceremony.** Do not use color bars or slates; “menu” selections are OK.

**What do I include with my entry?** All entrants must submit two copies of a complete entry form (not the email version, please! Use the “printable version” link on the email to create 2 clean copies), the applicable fees, and *appropriate* labeling of the disk. Use a box or padded envelope when mailing; hand deliver in a large envelope. Do not staple your entry forms, or stuff them into the DVD sleeves. New this year: please submit **2 copies of each DVD entry.**

**No Post-production?** Nope; nada. No added music, animation, narration, graphics, nothing. Your entry is not supposed to look like a demo reel. The only category that allows any post-production is Set Design, and the sky’s the limit. For everything else, post-production equals disqualification.

**Can I submit the same work in two places?** Any single piece of work may be entered in only **one** News or Program category. If an entry is submitted in both a News and Program category, it must change content by two-thirds or be disqualified. Please refer to the Double-dipping information, above, for additional details.

**What about entering segments or packages from full-length programs that have already been entered elsewhere?** Segments or packages from full-length programs or newscasts entered in news and program categories may also be entered in another relevant category providing that the segment does not constitute more than 33% of the full-length program or newscast. Please refer to the double-dipping information, above, for additional details.

# **HEARTLAND REGIONAL EMMY® AWARD CATEGORIES**

## **2010**

Program entries may be entered in only one programming category. In programming categories, an entry is defined as a single program or segment or, in the case of news, one story or a series of stories directly related to each other.

A maximum of three edits is permitted to bring longer program entries to the stated entry time.

### **NEWS PROGRAMMING**

One Award, more than one Award, or no Award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For any entry designated as a series, a minimum of two segments must be included. Entrants must be individual names, not the all-encompassing word "staff."

#### **1. Newscast - Morning** (12am-10:59am)

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled morning newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

#### **2. Newscast - Daytime** (11am-4:59pm)

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled daytime newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

#### **3. Newscast – Evening** (5pm-11pm)

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled evening newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

# **NEWS GATHERING**

## **4. General Assignment Report**

### **A. Within 24 Hours**

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements. Time limit: 10 minutes.

### **B. No Time Limit**

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts, which has no time limit for its preparation. Entry may include live and/or taped elements.

Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere).

Time Limit: 10 Minutes

*COMMENT: This is the basic news reporting done day-in day-out by a News Department. This is for the coverage of planned events and done as planned assignments. No time limit entries should be carefully reviewed to insure that these were assigned reports and not pitched or created reports that would fall under Feature or Special Reports*

## **5. Breaking News**

For excellence in coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live or taped elements and online content. Time limit: 15 minutes.

*COMMENT: This is the "I am here at the bank robbery and the bullets are flying over my head" story. Preparation limit is unnecessary since it must be simultaneous.*

Regional winners in this category are eligible, at their discretion, to compete for a plaque in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

## **6. Spot News**

For excellence in coverage of a single unanticipated news event that is shot edited and produced within 24 hours on a regularly scheduled newscast. Entry may include multiple live and/or taped elements and online content. Elements of a related Breaking News entry may be included in a Spot News entry but not in their entirety. Time Limit: Limited to a single report.

*COMMENT: This is the "I am here at the bank where this morning the bullets were flying over my head, and in the 2 hours following the police chased the robber to the state line." The goal is to extend what was done in the simultaneous report to allow the entry of the longer form report.*

Regional winners in this category are eligible, at their discretion, to compete for a plaque in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

## **7. Continuing Coverage**

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. Elements may include segments from within or outside of a regularly scheduled newscast including those presented online. A stand-alone segment from this composite may be entered in one other category. At least three segments should be entered to show the overall coverage of one news story over a longer period of time.

Time Limit: 30 Minutes

*COMMENT: The wording has been changed to reflect that it is coverage with a number of reports not just over a period of time. Also, change has been made to indicate that the coverage is of one story. This would be considered a producer's entry and not a station entry since it is one story coverage.*

## **8. Investigative Report**

### **A. Single Story**

### **B. Series**

For excellence in reporting of a community problem requiring research and investigative journalism, aired within a regularly scheduled newscast. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. Written documentation is required (100-word limit). Time limit 30 minutes.

Regional winners in this category are eligible, at their discretion, to compete for a plaque in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.

## **9. Feature News Report**

### **A. Light Feature**

### **B. Light Series**

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes. Series time limit: 15 minutes.

## **NEWS & PROGRAM SPECIALTY**

One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit. Except where noted, composite entries not allowed.

### **10. Arts/Entertainment**

#### **A. Program/Special**

For excellence in a regularly scheduled program, series or special that focuses on general entertainment, variety or visual and performing arts. Time Limit: 30 minutes.

#### **B. Program Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on general entertainment, variety or visual and performing arts. Time limit: 10 minutes.

### **11. Business/Consumer**

#### **A. News Single Story**

For excellence in coverage of business, finance, consumer affairs or economic topics. Time limit: 10 minutes.

#### **B. Program/Special**

For excellence in a regularly scheduled program, series or special that focuses on business, finance, consumer affairs or economic topics. Time limit: 30 minutes.

### **12. Children/Youth/Teen**

#### **A. Program/Special**

For excellence in a regularly scheduled program, series or special that focuses on subjects designed to be of specific interest to a target audience 18 years of age and under. Time limit: 30 minutes.

#### **B. Program Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on subjects designed to be of specific interest to a target audience 18 years of age and under. Time limit: 10 minutes.

### **13. Politics/Government**

#### **A. News Single Story:**

For excellence in coverage of political, civil or government issues or subject matter. Time limit 10 minutes.

#### **B. Program/Special:**

For excellence in a regularly scheduled program, series or special that focuses on political, civil or government issues or subject matter. Time limit: 30 minutes

### **14. Weather**

#### **A. Program/Special**

For excellence in a regularly scheduled program, series or special that focuses on weather related topics or subject matter. Time limit: 30 minutes.

#### **B. Program Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on weather related topics or subject matter. Time limit: 10 minutes.

## **15. Specialty Assignment Report**

### **A. Single Story**

### **B. Series**

For excellence in coverage of special interest information. Time limit 10 minutes.

Series time limit: 15 minutes.

## **16. Sports**

### **A. Sportscast**

### **B. News Feature**

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit 10 minutes.

### **C. Program Series**

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a regularly scheduled newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit: 30 minutes.

### **D. One-Time Special**

For excellence in a one-time sports related special program that is not part of a regularly scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. Time limit: 30 minutes.

## **17. Sporting Event/Game – Live/Unedited**

For excellence in production of a single program, special or series, live or live-to-tape sports event or game. A composite is required and must include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. Time limit 30 minutes.

## **PROGRAMMING**

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit. If preferred, long-format programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program. Composite entries are not allowed.

### **18. Documentary**

- A. Cultural**
- B. Historical**
- C. Topical**

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance. Time limit: 60 minutes.

### **19. Historic/Cultural Program Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on historical, cultural and/or ethnic issues or topics. Time limit: 10 minutes.

### **20. Interview/Discussion**

#### **A. Program/Special**

For excellence in a regularly scheduled program, series or special consisting of interview/discussion material that is at least 75% unscripted. Time Limit: 30 minutes.

#### **B. Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special consisting of interview/discussion material that is at least 75% unscripted. Time limit: 10 minutes.

### **21. Magazine Program**

#### **A. Program/Special**

For excellence in a regularly scheduled program, series or special consisting of various stories of local interest designed to entertain and inform. Time Limit: 30 minutes.

#### **B. Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special consisting of various stories of local interest designed to entertain and inform. Time limit: 10 minutes.

### **22. Informational/Instructional**

#### **A. Program/Special**

For excellence in presentation of stories from a regularly scheduled program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Time Limit: 30 minutes.

#### **B. Feature/Segment**

For excellence in a feature or segment from a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject. Time limit: 10 minutes.

**23. Public/Current/Community Affairs**

**A. Program/Special**

For excellence in a regularly scheduled program, series or special that focuses on current issues of societal concerns, social ills, community or general public interest. Time limit: 30 minutes.

**B. Feature/Segment**

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on current issues of societal concerns, social ills, community or general public interest. Time limit: 10 minutes

**24. Special Event Coverage (other than News or Sports)**

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 70% live material. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.)

## **SPOT ANNOUNCEMENTS**

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be locally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify; music, graphics and pre-edited video constitute such material. Spots may be 5-seconds to 2-minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included.

### **25. Community/Public Service (PSAs)**

- A. Single Spot**
- B. Campaign**

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

### **26. Promotion**

- A. News Promo - Single Spot**
- B. News Promo - Single Spot/Same Day**  
(Daily news topicals produced, start to finish, within 6 hours)
- C. News Promo – Campaign**
- D. News Promo - Image**

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

- E. Program – Single Spot**
- F. Program – Campaign**
- G. Program - Sports**
- H. Program - Image**

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as locally produced spots for network and/or syndicated programming.

### **27. Commercial - Single Spot**

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Spots may be between :05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

## **SPECIAL ACHIEVEMENT**

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry. Entrants must be individual names, not the all-encompassing word "staff."

### **28. Station Excellence**

For excellence in overall station or cable/sports system operations during the eligibility period. Entry should reflect the station or cable/sports system's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the station and involvement in the community, and any further evidence of station excellence. Entry should emphasize the quality, breadth and efficacy of a station's operations, stressing substance rather than style, and exhibit station's performance in sustaining excellence throughout the eligibility year. *The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added.* Entry should include a one-page, written synopsis of the station's operation, product, accomplishments and achievements. **Entry length shall not exceed 60 minutes.**

### **29. News Excellence**

For excellence in the overall news operation during the eligibility period. Entry should present as many different examples as possible, including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/commentaries, etc. Entry should emphasize the quality, breadth and efficacy of a news operation, stressing substance rather than style, and exhibit the news department's performance in sustaining excellence throughout the year. The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Entry should include a one-page, written synopsis. **Entry length shall not exceed 60 minutes.**

### **30. Community Service**

For excellence in programming; whether news or non-news, involving the entire company in a continuing effort to focus interest on, and marshal support for, a worthy community cause. Entry should emphasize the depth, breadth, duration and efficacy of the station effort, and must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Composite entries are allowed. Entry should include a one-page, written synopsis. **Entry length shall not exceed 60 minutes.**

### **31. Journalistic Enterprise**

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a maximum of 5 different stories. The airdate and length of each story must be submitted with the entry. Time limit 30 minutes. All entries in this category subject to "no double-dipping" rules.

### **32. Interactivity**

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a traditional broadcast/cablecast program. The interactive components include, but are not limited to, the traditional broadcast/cable cast program, such as: video sharing, video blogs, discussion boards, online forums, instant web polls, live-to-tape telephone responses, man on the street kiosk recorders and other media.

Submission must include a video presentation of the original program AND synchronous media IF the appearance and value of such is not obvious during the program. The entry may be accompanied by a written description of no more than 200 words explaining the enriching media experience of the interactive media effort. Time limit: 30 minutes

## **CRAFTS ACHIEVEMENT**

One award, more than one award, or no award is given for excellence in a specific craft discipline demonstrating the skills of *one or more* individuals. Entries may contain a single example of the craft, or a composite of material, as originally transmitted. Time limit: 15 minutes.

Composite entries must adhere to all guidelines: the “3 seconds of black” rule will be enforced to prohibit post-production; composite entries must include a shot-sheet (use the “description” area of the entry form). For non-composite entries, a maximum of three edits is permitted to bring longer program entries to the required entry length.

While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries.

Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

### **33. Audio**

### **34. Musical Composition/Arrangement**

### **35. Director**

- A. Live or Live to Tape**
- B. Post-Production**
- C. Technical Director**

### **36. Editor**

- A. Program**
- B. News - Within 24 Hours**
- C. News - No Time Limit**
- D. Sports - No Time Limit**
- E. Short Form – (Promos, PSAs, Commercials, Opens, etc.)**

### **37. Graphic Arts**

- A. Graphics – Program** For excellence in graphics created for a non-news program or series. May include opens, closes, transitions, interstitials, lower thirds, etc.
- B. Graphics – News** For excellence in graphics created for a news program or series. May include opens, closes, transitions, interstitials, lower thirds, etc.
- C. Graphics – Short turnaround** For excellence in graphics created in less than 48 hours. May include work from a daily, weekly or one-time-only news or non-news program. The work must have been produced from concept to completion within a 48-hour continuous time period.
- D. Set Design**

### **38. Lighting**

### **39. On-Camera Talent**

- A. Anchor - News**
- B. Anchor - Weather**
- C. Anchor - Sports**
- D. Commentator/Editorialist**
- E. Performer**
- F. Program Host/Moderator**

- G. Narrator**
- H. Reporter – Live** (no packages)

#### **40. Photographer**

- A. Program**
- B. News - No Time Limit**
- C. Sports - No Time Limit (Single Camera Only)**

#### **41. Technical Achievement**

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is so unique and noteworthy as to warrant special honor and recognition. Entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. Entry limited to 30 minutes.

#### **42. Writer**

- A. Program**
- B. News**

#### **43. News Producer**

Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere.

### **STUDENT PRODUCTION (Plaque Eligible)**

#### **44. Student Production**

A plaque is awarded in this area for excellence in a program or segment produced and executed by students at a university, college or technical/vocational school during the eligibility year. Entries must be submitted on DVD. Entry must be validated by a professor/teacher. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate. Time limit: 30 minutes.

# General Rules

**PURPOSE:** To recognize outstanding achievements in television by conferring annual awards of merit in the Chapter's designated award region. The presentation of these awards is intended to be an incentive for the continued pursuit of excellence for those working in the television industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television.

**ELIGIBILITY:** To be eligible entries must have been distributed to the general public via broadcast, cablecast, or broadband by a television station, a cable company, satellite, internet or similar distribution system.

**Broadcast entries** must have been produced for the Chapter's designated awards area and must have had their first transmission in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (see exceptions).

**Broadband entries** must have been intended for consumption and be 'of primary interest' to a regional audience. It is advised that broadband content intended for a *wider* audience (a national audience) be submitted for consideration in the Academy's national competitions.

**Cablecast entries** are deemed available *for an entire market* if the cable channel on which they appear is generally available to that market, regardless of the actual number of subscribers the cable channel may have in the market.

Entries which are broadcast only on a **Super Station** and which are specifically designed *exclusively for their local market* may be accepted for regional judging, even if the retransmitting of the station's signal by cable systems make it available to more than 50% of the American television households. This may include regional newscasts or programs dealing with issues specifically related to the local community.

Entries dealing with national news or entries dealing with subjects of general interest beyond the local market are not eligible for regional judging. The Chapter's Awards Committee may resolve questions of eligibility for such entries. Petitions, in writing, can also be forwarded to the National Awards Committee for final review and judgment. Works accepted for regional judging under this exception may not be submitted for National consideration.

Program length commercials (infomercials) and closed circuit programs are not eligible.

Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute. Entries must be submitted as originally shown. There may not be any post-broadcast changes except as noted in the category descriptions.

**No entry may be submitted to more than one Chapter's awards.**

**Ineligible entries may be disqualified during any phase of the competition.**

**EXCEPTIONS TO THE 50% RULE:**

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. The treatment of a local community issue by a super station that is

- directed specifically to those living inside the station's home market maintains its eligibility in regional Emmy® Award competitions.
3. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
  4. Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc, Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
  5. Broadband entries that can be seen worldwide via the internet are eligible for regional competition if the content was primarily intended for consumption in the Chapter's designated awards area.

**ORIGINAL MATERIAL:** At least two-thirds of a program entry must consist of original material, unless previously produced material has been given some unique and creative treatment that, in the opinion of the Chapter Awards Committee, results in an original program. Entrants must identify all non-original material, including its location in the program. Pre-purposed or re-purposed material is not eligible.

**COMPOSITES:** A composite is defined as a sampling of two or more representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift.

**LANGUAGE OTHER THAN ENGLISH:** Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

Programs in languages other than English or Spanish may also be entered; however judging of these entries in their native language is subject to the availability of qualified, peer judges who speak the language of the entry. Therefore, NATAS requires that these entrants submit a DVD with English subtitles or with English on a second audio channel, a précis or English transcript.

**MEMBERSHIP:** Membership in The National Academy of Television Arts and Sciences is not required to enter the Emmy® Awards.

**JUDGING PROCEDURE:** Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than 5 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.


**NON-COMPETITIVE JUDGING:** Entries are judged against a standard of excellence and do not compete against each other. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

**JUDGING REQUIREMENT:** The success of the Emmy® Awards process depends on the willingness of qualified professionals to serve as judges. Peers in other NATAS Chapters are serving this Chapter's entrants. This Chapter will judge other Chapter's entries. By entering, you agree to serve as a judge when asked.

**INTENTIONAL FALSIFICATION:** The entrant warrants that he/she/they are the party(ies) most responsible for the award-worthiness of the entry. The intentional falsification of production credits or entry credits may be the basis for disqualification.

**ENTRY ERRORS AND OMISSIONS:** The National Academy of Television Arts and Sciences assumes no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information. The National Academy shall accept all submissions that are not in conflict with any of its rules and regulations.

**ENTRY FORMAT:**

**Entries will be accepted only as DVD video .** The readability of the DVD is the responsibility of the entrant. DVDs that cannot be 'read' cannot be judged and entry fees will **not** be refunded. It is recommended that you view on a late model consumer DVD player before submitting the entry.

The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and 'compatibility tested' on a different DVD player than the one used to burn the entry.
- Brand-name disks are recommended.
- Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker to legibly PRINT identifying marks on the disk. Ink jet or laser printing that can be applied directly to the DVD face (printable media) is acceptable.
- Use a clear sleeve or case.
- One entry per DVD.

A one page written description should accompany each entry submission.

**AWARD OWNERSHIP:** Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and The National Academy of Television Arts and Sciences, even if an employer pays entry fees. Stations, studios and production companies may order a duplicate statuette for public display at their place of business (one each; up to a maximum of three per winning entry).

**WHO RECEIVES THE AWARD?** Producers, craftpersons and other statue-eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. Others who work on a nominated or winning entry may order production certificates or plaques.

**CRAFTS ACHIEVEMENT:** In the Crafts Achievement Awards, those who actually perform a specific discipline receive the Emmy® statuette. Supervising or directing the work of others does not qualify for Crafts Achievement Awards, except for achievements in directing categories.

**PROMOTION:** Emmy® winners may refer in advertising and publicity to the fact that they are an Emmy® recipient and, for one year after the award was bestowed may use a replica of the Emmy® statuette in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.