



“How to Win an Emmy® Award”

Miscellaneous Tips

1. Get involved. Participate in your local chapter, learn more about the process, be a judge. Knowledge is power. Pay attention to the kinds of things that win...and the kinds of things that do not.
2. Talk to other Emmy® Award recipients about what they entered, and why.
3. Enter often. In some ways, it is a numbers game. The more you enter, the better chance you have of getting nominated. The quality certainly has to be there...but, if your work is good, the more judges you get it in front of...the more likely you are to get a positive result.

Creating “Emmy®-Worthy” Work:

1. Produce good work (just stating the obvious!)
2. Interesting, quirky, different, out-of-the-ordinary, funny, dramatic, sad: MEMORABLE...many of these kinds of entries often do well with judges.
3. Create quality, **original** work.
4. Remember content counts! Don't get so caught up in effects and flash that you lose sight of the content. For News and Program entries, you're being judged on 3 areas: content, creativity and execution. Winning entries will be strong in all 3.
5. When you see a really compelling story, focus on it and develop it. That means work nights and weekends if you have to. You'll seldom be given the time, so find someone on your staff who may also be willing to put in the extra time on his/her own to be your photographer/reporter/editor.
6. Log every second of tape exhaustively. You will always find things you did not know existed, especially sound gems, that happened when no one realized.
7. Write early, so you can re-write, re-write, re-write. You can always find a way to make it better every time you look at what you've written. Same goes for editing. Start early so you can re-edit, re-edit.. every chance you get.
8. Whether it's a documentary, or a 90 second general assignment story, arrange your elements into a good beginning, middle and end, just like a film maker.
9. Choose to feature truly original work – not something your competitors or every other company in town is trying to duplicate. Show off what YOU do best.

10. When people ask me what makes a story an Emmy® Award winner, the best way I can respond to that is it's the kind of story that when you're done judging, you want to show it to your friends and coworkers. So strive to put something together that will be that memorable and impactful.

Submitting Your Work (“Follow the Rules!”)

1. Enter your best work. If you can, 'focus group' your potential entries with friends, family, etc. - people who will be honest with you and tell you if the work is good or not.
2. Ask friends, co-workers, colleagues which projects they remember most from the past year. They may think of something you had forgotten about. Likewise, if nobody remembers a piece you're thinking of submitting, perhaps you need to reconsider. Ask yourself why does/doesn't this piece stand out from everything else that's out there.
3. For craft composites, submit only your best work. Sometimes entrants throw in pieces that aren't as strong and that can pull down the overall score.
4. Shorter is better – especially for Craft composite entries or those Program Achievement entries that require more than one example of work. Your work is more likely to be viewed in its entirety instead of judging panels opting to use the 50% viewing rule.
5. Follow the submission rules. Make sure your entry is 'to-the- letter' as the rules state: right amount of black, no color bars, right format, etc. If your entry is not in standard convention it will start the judging process out on the wrong foot.
6. Be sure you choose the right category. If you're not sure, call a more experienced Emmy® person, Board member, Awards Chair, previous recipient and ask their opinion. Entering a great piece in the wrong category hurts its chances, a lot.
7. **WRITE A DETAILED SUMMARY.** Use this. This is the opportunity to 'speak' directly to the judges about things that might matter to them. They are creative professionals just like you. Tell them what it took to get the project completed. If you pulled an all-nighter, had to travel, had no-budget, no time, no resources, you edited in the hospital waiting room while your wife was having a baby...whatever. Tell them like you are in the room with them. It might strike a chord and matter to them. **DO NOT WASTE THIS OPPORTUNITY.**
8. Time Codes - Include time codes with your entry synopsis. Or, create chapters on the DVD that the judges can advance through. This is especially important for longer format pieces. Judges are required to screen 50%. This sometimes become a random "beginning, middle and end" shuttle through DVDs. By outlining your work with time codes, you take more control over how your entry is viewed.