



**GUIDELINES FOR  
REGIONAL STUDENT TELEVISION AWARDS FOR EXCELLENCE**

**HEADING INFORMATION**

**THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES**

Boston/New England Chapter

**REGIONAL STUDENT TELEVISION AWARDS FOR EXCELLENCE**

**RULEBOOK FOR 2010-2011**

**Eligibility Period:** March 1, 2010-February 18, 2011

**Entry Deadline:** February 18, 2011

## **GENERAL RULES**

### **PURPOSE:**

The Boston/New England Chapter Regional Student Television Awards for excellence, which promotes best practices to **high school students**, is intended to be an incentive for the pursuit of excellence in television journalism and focus public attention on outstanding achievements in television produced by high school students. Faculty involvement can only be advisory.

### **GENERAL ELIGIBILITY REQUIREMENTS**

All entries must have been transmitted within the eligibility period from March 1, 2010-February 18, 2011. Applicants must be current enrolled as a full-time high school student as of the application deadline.

Eligible schools that can participate must be in the coverage area of New England.


Entries must be submitted, as they were originally transmitted. The same material may not be entered in more than one category. There may not be any post-broadcast changes, except edits for time, as noted on the ten category descriptions that follow. An entry may be submitted by any student (or group of students working as a team) who is currently enrolled in high school and should be sponsored by the school, after school or school-related program where the work was produced.

Alternatively, the high school or after school program may endorse submissions produced by its enrolled students at public access facilities or community arts centers, thereby verifying the submission as the student's own. There is no limit to the number of entries a school or after school program may submit in each category.

Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals. Entries in other languages may be entered. Judging of these entries is subject to the availability of qualified judges who speak the language of the entry. We recommend that entrants in languages other than English or Spanish submit an English-language translation of the narration track.

The Boston/New England Regional Student Television Award for Excellence (an engraved glass pillar) will be presented to the sponsoring high school, after school program, or producing organization. The students involved in the production of the entry will receive certificates.

**FEES:** While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. This is not a revenue source for Chapters.

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 processing fees will not be refunded. We recommend that you also print a copy of the entry form for your own records.

DVD Entries 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 or Sharpie to legibly PRINT on the disk: The title of the entry, the category number, school, the main entrant's name and the running time. Ink jet or laser printing applied directly to the DVD face is acceptable. Use a clear sleeve or clear DVD plastic case, square shaped is best.

In the writing category, a full script of the entry must be included with the DVD.

Only one entry per DVD.

**JUDGING AND EVALUATION:** Judging programs or segment entries are on a scale of 1 to 10 on each of three criteria: Content, Creativity and Execution for program entries (maximum 30 points); and two criteria: Creativity and Execution

for craft entries (maximum 20 points). See sample ballots available in Appendix, Exhibit C and D.

Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

### **ORIGINAL MATERIAL**

At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

### **USE OF EMMY® MARK**

High school students may refer to the fact that they are recipients of a NATAS Regional Student Television Award for Excellence, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

## **REGIONAL STUDENT TELEVISION AWARDS FOR EXCELLENCE** **CATEGORIES**

### **A. Newscast**

For outstanding achievement in a regularly scheduled newscast. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time Limit: 30 minutes**

### **B. News: General Assignment**

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes**

### **C. Arts and Entertainment/Cultural Affairs**

For outstanding reporting achievement in a regularly scheduled presentation of content with cultural or artistic significance. **Time Limit: No more than 10 minutes**. Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

### **D. Long Form (Fiction and Non-Fiction)**

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single subject. Dramatizations or student originated soap operas or plays are permitted. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Entry must run a minimum of ten minutes and a maximum of 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to submit two 15 minute unedited segments that best exemplify the total work.

### **E. Sports**

For outstanding achievement in a regularly scheduled or special presentation of sports news and information. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the presentation. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: No more than three minutes**. Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

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

For outstanding achievement in announcements that effectively focus interest in and marshal support for worthy community or area causes. **Spots may be 5-seconds to 2 minutes in length.**

#### **G. Public Affairs/Community Service**

For outstanding achievement in a regularly scheduled or special presentation of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: No more than 10 minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

#### **H. Writing**

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. Scripts must accompany produced pieces. **Time Limit: 15 minutes.**

#### **I. Photographer**

For outstanding achievement in photography demonstrating the skills of one or more individuals. Entries may contain a single example of the craft **or** a composite of material. **Time Limit: 15 minutes.**

#### **J. Editor**

For outstanding achievement in editing 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.**

# THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

## OFFICIAL STUDENT ACHIEVEMENT AWARDS BALLOT PROGRAMS



Category Title \_\_\_\_\_ Panel Leader \_\_\_\_\_

Category Number \_\_\_\_\_

**Judge's Note:** Please read the instruction sheet first. More than one entry may receive the same rating. Enter scores in whole numbers 1-10. No zeros. No fractions. Mark your ballot in secret.

### EMMY® AWARDS RATING CRITERIA

|                                    |                                  |                        |               |                                |
|------------------------------------|----------------------------------|------------------------|---------------|--------------------------------|
| <i>Definitely Not Award Worthy</i> | <i>Probably Not Award Worthy</i> | <i>Possibly Worthy</i> | <i>Worthy</i> | <i>Definitely Award Worthy</i> |
| 1 -----                            | 2 -----                          | 3 -----                | 4 -----       | 5 -----                        |
| 6 -----                            | 7 -----                          | 8 -----                | 9 -----       | 10                             |

**CONTENT:** To what extent does the entry contain information, entertaining or motivating material consistent with the entry's purpose or purposes?

**CREATIVITY:** To what extent does the entry embody innovative or distinctive attributes to achieve the entry's purpose or purposes? Give special attention to the concept(s) of the entry that are utilized in an original or unique manner.

**EXECUTION:** To what extent does the production techniques employed enhance the entry's purpose or purposes? Give attention to lighting, sets, direction, audio, camerawork, performance, writing, editing, etc.

| Entry # | Title of Entry/School | Length | Content (1-10) | Creativity (1-10) | Execution (1-10) | Total |
|---------|-----------------------|--------|----------------|-------------------|------------------|-------|
|         |                       |        |                |                   |                  |       |
|         |                       |        |                |                   |                  |       |
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Print Name \_\_\_\_\_ Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

# THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

## OFFICIAL STUDENT ACHIEVEMENT AWARDS BALLOT CRAFTS ACHIEVEMENT



Category Title \_\_\_\_\_ Panel Leader \_\_\_\_\_

Category Number \_\_\_\_\_

**Judge's Note:** Please read the instruction sheet first. More than one entry may receive the same rating. Enter scores in whole numbers 1-10. No zeros. No fractions. Mark your ballot in secret.

**EMMY® AWARDS RATING CRITERIA**

|                                    |                                  |                        |               |                                |
|------------------------------------|----------------------------------|------------------------|---------------|--------------------------------|
| <i>Definitely Not Award Worthy</i> | <i>Probably Not Award Worthy</i> | <i>Possibly Worthy</i> | <i>Worthy</i> | <i>Definitely Award Worthy</i> |
| 1 - - - - -                        | 2 - - - - -                      | 3 - - - - -            | 4 - - - - -   | 5 - - - - -                    |
| 6 - - - - -                        | 7 - - - - -                      | 8 - - - - -            | 9 - - - - -   | 10                             |

**CREATIVITY:** To what extent does the entry embody innovative or distinctive attributes to achieve the entry's purpose or purposes? Give special attention to the concept(s) of the entry that are utilized in an original or unique manner.

**EXECUTION:** To what extent does the production techniques employed enhance the entry's purpose or purposes? Give attention to lighting, sets, direction, audio, camerawork, performance, writing, editing, etc.

| Entry # | Title of Entry/School | Length | Creativity (1-10) | Execution (1-10) | Total |
|---------|-----------------------|--------|-------------------|------------------|-------|
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Print Name \_\_\_\_\_ Judge's Signature \_\_\_\_\_ Date \_\_\_\_\_

