



## ***THE 35th ANNUAL BOSTON/NEW ENGLAND EMMY® AWARDS CALL FOR ENTRY***

**ELIGIBILITY AREA:** The Boston/New England chapter area is all of the markets in the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. This area encompasses the following markets: 7-Boston(Manchester), 29-Hartford & New Haven, 52-Providence-New Bedford, 76-Portland-Auburn, 92-Burlington-Plattsburgh, 109-Springfield-Holyoke, 152-Bangor and 205-Presque Isle.

**ELIGIBILITY PERIOD:** Awards are presented for entries produced for the Boston/New England Chapter area, and were broadcast or cablecast for the first time during the period from January 1 through December 31, 2011.

**PURPOSE:** To recognize outstanding achievements in television and allied media 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 and media industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and on-line.

**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 National Academy of Television Arts and Sciences' 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. Different episodes from the same series can only be entered in one Chapter's awards.**

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

**STUDENT PRODUCTIONS:** Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award recipients may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

**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 or sponsored 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. Demo reels or montages are not allowed. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite. 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.

**DOUBLE-DIPPING:** The same program or segment may be entered only once in the awards, regardless of the category. Any entry that airs as both a multi-part series and as a full-length program may be entered only once in the competition in either form, regardless of the amount of new material added. A multi-episode program or series may only be entered in one category, not separate categories depending on the content of each episode.

An individual can only be recognized once for performing the same job, utilizing the same program content. For example, a Producer cannot enter the same material as both a full program and then parts of the same entry in the segment category. Nor can they enter the same material in both news and program categories. Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter in a program category, they are prohibited from entering the same piece again in their respective craft category.

The only exception to this rule is when a craft person performs multiple jobs on an entry; for example if they served as photographer and writer on the program. Then, they would be eligible to enter both in photographer and in writing. Under this example they could be recognized twice, as photographer and writer, since those are deemed separate job functions.

**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. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

**ENTRY FORMAT:** (For On-Line Uploading)

All entries will be uploaded to Emmy® Express Video Upload Process.

Here is a list of video formats we do support:

- WMV (WMV, WMV2, MSMPEG,VC-1)
- MOV (Sorenson Video 3, H263, H264, animation)
- MPEG4 (mp4, 3ivx, DivX, Xvid, H264)
- FLV (VP6 and Sorenson Spark)
- DV and DVCPro
- 3GP (mobile phones)
- MPEG1 and MPEG2
- AVI (Indeo, Cinepak, Motion JPEG, MPEG)
- F4V (H264)

Detailed resource information is available on the Video Upload Process page includes:

- Terms
- Valid Video Formats
- Video Encoding Guidelines
- Flash Player Upgrade
- Internet Speed Test
- I Am Having a Problem

**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 commemorative statuette for public display at their place of business ( up to a maximum of three per winning entry). The statuette is engraved the same as the actual Emmy® Award, with the word “commemorative” added on the rear of the statuette.

**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:** All publicity, advertising or any written reference undertaken by nominees and award recipients to the Emmy® Awards, must clearly state that the awarded achievement is for a (insert chapter's name here) Regional Emmy® Award. The Recipient of a nomination or an Emmy® Award may refer in advertising and publicity to the fact that they have been honored for one year after the recognition was bestowed. They may use a replica of the Emmy® statuette in such advertising. The statuette itself may not be reproduced or used in any other commercial manner without written permission from NATAS. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

### **ENTRY PREPARATION AND REQUIREMENTS**

The Boston/New England Chapter requires all entrants to use the Emmy® Express Online system for entry material and video upload. After submitting your entry information and uploading your video(s), a confirmation e-mail will be sent to you with links so you can return to the site as often as you like to make changes and verify data until the entry deadline.

**You can access EMMY® EXPRESS through the chapter's website:**

**<http://newenglandemmy.org>  
Click on Emmy® Awards**

**PAYMENTS:** Entrants can pay for entries & membership dues by using a PayPal account or sending in a check. Failure to pay correct entry fees in full on or before the deadline will result in disqualification of entry. No refunds in the case of disqualification or overpayment.

Chapter Dues Annually: \$75 per person

Member Prices: \$85 for first entrant name, per entry

\$60 for each additional member name, per entry

Non-Member Price: \$200 per name, per entry

\*\*Remember: your membership must be active and current for you to receive the entry fee discount. To check the status of your membership visit: [newenglandemmy.org](http://newenglandemmy.org) and click on membership.

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SEND PAYMENT BY CHECK TO:

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**Jill D. Jones  
NATAS-New England Chapter  
P.O. Box 1332  
Newport, RI 02840**

**OR**

**Jill D. Jones  
NATAS-New England Chapter  
One Ashurst Place  
Newport, RI 02840**

## **GENERAL RULES**

1. Entries may be submitted by any member or non-member of the Boston/New England Chapter of The National Academy of Television Arts and Sciences and its designated market areas who is directly responsible for the production of the entry or for the craft achievement. Executive producers will only be eligible for an award if directly involved in the execution of the product. Student entries are not eligible for an Emmy® statuette.
2. Submission of an entry constitutes an agreement that any promotion or advertising incorporating any award that may be received shall be subject to the Rules and Regulations of The National Academy of Television Arts and Sciences and subject to the approval of the Board of Governors of the Boston/New England Chapter prior to such use.
3. By entering your work, as indicated by your name or designated submitter's signature on the entry, each entrant grants to the Boston/New England Chapter of The National Academy of Television Arts and Sciences the right to replay their entry or portion thereof publicly during the Boston/New England Emmy® Awards Ceremony, in any subsequent broadcast/cablecast distribution of the Ceremony in any form, and to stream the entry or portion thereof on our website without liability or obligation from the Boston/New England Chapter.
4. Each entry may only be submitted in one category. An individual may submit the same entry in more than one craft achievement category. (see Double Dipping)
5. Except where specifically indicated, no composites, and no editing or post-production for award submission purposes are allowed. However, no program in any category may be more than 60 minutes in length. A maximum of three edits is permitted to bring longer program entries to the stated entry time.
6. The Boston/New England Chapter recognizes that there will be instances where more than one person is responsible for the work entered. Additional entrant names are only accepted if their contributions were tantamount to the entry's award-worthiness. Additional entrant names are only accepted at time of entry for an additional cost, as indicated on the entry form.
7. Nominees will not automatically become award recipients.
8. The Boston/New England Awards Committee reserves the right to change an entry's category if submitted improperly. The decision of the Awards Committee is final.

**DEADLINE: All entry information and video(s) must be submitted online no later than 5:00pm, Friday, January 20, 2012**

**QUESTIONS?**

**EMAIL-NATASNE@AOL.COM**

**CALL-617-283-6314**

## THE 35<sup>TH</sup> BOSTON/NEW ENGLAND EMMY® AWARDS CATEGORIES

**ENTRY CATEGORIES:** The intention is to recognize excellence and outstanding achievement in News, Programming, Sports, Public Service/Promotion and Craft Achievements. There may be one award, more than award or no award in each category. The following is a list of all categories in which work may be submitted to the Boston/New England Chapter for Emmy® Award consideration. Each specific category within these areas has been numbered. That number must be recorded on the entry form along with the category title in which work is being entered. Please note any stipulations immediately under a section's title. Those stipulations apply to all of the categories in that section.

### **Definition of terms used in Category Descriptions:**

**Compilation:** For series entries including news reports or program segments/features, you may include a selection of complete reports up to the specified time limit. For a program series or for entries that are longer than the specified time limit for the category, you may submit a compilation of up to 3 **unedited** lifts. The excerpts should reflect the scope of the entry. For longer programs/specials this can best be done by submitting lifts from the opening, middle and ending of the entry. In all cases, the total length of the compilation should not exceed the time limit specified in the category description.

**Composite:** A sampling of two or more representative segments or elements that convey to a judging panel the scope, breadth or range of the 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. . Demo reels or montages are not allowed. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite. Composites must not exceed the category's specified time limit. 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. Demo or presentation reels are not allowed.

**Series (news):** Two or more reports covering the same story. A composite of unrelated stories is not a series. Series entries must include a minimum of 2 reports.

**Series (program):** A program that appears in essentially the same format two or more times a year.

**Special:** A one-time-only program or a program from a series that appears in a substantially different format and may or may not be broadcast or cablecast in a period other than its regular time.

**Producer:** The person(s) most directly responsible for the majority of the content and production elements of the entry. Executive producers are not eligible for Emmy® statuettes unless directly involved in the hands-on production of the work submitted.

## 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 reports must be included.

### **1. Newscast – Evening**

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.

1A. Larger Markets (1-49)

1B. Smaller Markets (50-100+)

## NEWS GATHERING

The content of material entered in categories 2-8 should be from a daily newscast, which typically includes events of the day, features, sports and weather. Features or segments entered in the newscast categories 2-8 are not eligible in programming categories.

### **2. General Assignment Report**

For excellence in coverage of a single or multi-part news 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. This category is for coverage of planned events and done as planned assignments, not pitched or created reports that would fall under Feature or Specialty Reports. Time limit: 10 minutes.

### **3. Spot News**

For excellence in coverage of a single, unanticipated news event, which is shot, edited, produced and aired within 24 hours on a newscast. Entry may include multiple live and/or taped elements and online content. **Time limit: 15 continuous minutes of one news story.**

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

### **4. 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. Time limit: 30 minutes

4A. Within 24 Hours-All reports included are from one news story and all aired within a 24-hour period.

4B. No Time Limit-At least three segments should be entered to show the overall coverage of one news story over a longer period of time.

## **5. Investigative Report**

For excellence in reporting of a news community problem requiring research and investigative journalism, aired within a newscast. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. Written documentation is required (limit of 100 words). Composites are allowed but no segment of the composite can be entered in any other news or program category. Time limit: 30 minutes.

*Regional winners in this category are eligible, at their discretion to complete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.*

## **6. Feature News Report**

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

6A: Light Feature

6B: Light Series

## **7. News Specialty Report**

The following areas are open to entries created, written, produced and broadcast/cablecast by news personnel. 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 news coverage. Anchors, Reporters, Directors, Photographers, Editors, Assignment Editors, Hosts, Writers, qualified others may be eligible if their contributions were tantamount to the entry's award-worthiness. These reports should be a regular and continuing segment on a regularly scheduled newscast. Composites are allowed but no segment of the composite can be entered in any other news or program category. Time limit: 10 minutes. Series time limit: 15 minutes

7A: Arts/Entertainment- For excellence in coverage in general entertainment, variety or visual and performing arts.

7B: Business/Consumer- For excellence in coverage of business, finance, consumer affairs or economic topics.

7C: Health/Science- For excellence in coverage of health, science, medical topics or subject matter.

7D: Politics/Government-For excellence in coverage of political, civil or government issues or subject matter.

7E: Sports News-For excellence in coverage of sports in general, sports related topics or subject matter.

## **8. Team Coverage**

For excellence by a team involved in covering multiple news stories on a single subject, shot, edited, produced and aired within 24 hours in a newscast. Entry may include live and/or taped elements and online content. **Time limit: 15 continuous minutes of one news story.**

## PROGRAM SPECIALTY

Categories 9-24 are open to entries created, written, produced and broadcast/cablecast by public affairs and program personnel. 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 news program, segment or coverage. Host, moderators, Reporters, Directors, Photographers, Editors, Writers, and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Time limit is 30 minutes for all program entries. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

### **9. Arts/Entertainment**

For excellence in a program, series or special that covers general entertainment, variety or visual and performing arts. Time limit: 30 minutes.

### **10. Children/Youth**

For excellence in a program, series or special that covers subjects designed to be of specific interest to a target audience 12 years of age and under. Time limit: 30 minutes.

### **11. Education/Schools**

For excellence in a program, series or special that covers schools, teaching or education. Time limit: 30 minutes.

### **12. Environmental**

For excellence in a program, series or special that covers environmental impact issues, topics or subject matter. Time limit: 30 minutes.

### **13. Health/Science**

For excellence in a program, series or special that covers health, science, medical topics or subject matter. Time limit: 30 minutes.

### **14. Historic/Cultural**

For excellence in a program, series or special that covers historical, cultural and/or ethnic topics or subject matter. Time limit segment: 10 minutes. Program: time limit: 30 minutes.

14A. Feature/Segment

14B. Program/Special

### **15. Societal Concerns**

For excellence in a program, series or special that covers current issues of societal concern, social ills, community or general public interest. Time limit: 30 minutes.

### **16. Sports Series**

For excellence in a scheduled daily or weekly sports program. Entry may be live or taped. Content must not be taken from a scheduled newscast. Entries may include multi-camera and pre-produced segments. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. 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 can 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.

### **18. Sports One-Time Special**

For excellence in a one-time sports related special program that is not part of a 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.

## **19. Sports Feature/Series**

For excellence in a feature or segment from a 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. Time limit: 10 minutes. Segments or Features which first aired on a newscast should be entered in category #7E.

## **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 segments/lifts is permitted to bring longer program entries to the required time limit. If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program.

## **20. Documentary**

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. Entry should be a single subject film, or video documentation of actual events. Dramatization or studio response is not included in this category.

Time limit 60 minutes.

## **21. Informational/Instructional**

For excellence in presentation of stories from a 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.

## **22. Interview/Discussion**

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

## **23. Magazine Program**

### 23A. Feature/Segment

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

### 23B. Program/Special

For excellence in a program, series or special consisting of various stories of regional interest designed to entertain and inform. Time limit: 30 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.

## 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 regionally 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 5-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)**

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

25A: Single Spot

Material entered in this category can not part of a public service announcement campaign.

25B: Campaign

Submit no more than three public service announcements per campaign.

### **26. Promotion**

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.

26A: News Promo-Single Spot- Same Day

26B: News Promo-Single Spot

26C: News Promo-Campaign

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

26D: Program-Single Spot

26E: Program-Campaign

### **27. Commercial**

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

## CRAFT ACHIEVEMENTS

One award, more than one award, or no award is given for excellence in a specific television 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. While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Craft awards are intended for hands-on craft persons, not those that supervise craft persons. The title, air date and length of each example should be listed with your description of the composite. A demo reel is not a composite. Time limit: 15 minutes.

### **28. Audio**

**29. Director**

29A: Live or Live to Tape

29B: Post Production

**30. Editor**

30A: Program (Non-News)

30B: News-Within 24 Hours

30C: News-No Time Limit

30D: Short Form (Promos, PSAs, Commercials, Opens, etc.)

**31. Graphics Arts**

31A: Program (Non-News)

31B: News

31C: Set Design

**32. Musical Composition/Arrangement****33. 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.

**34. On-Camera Talent**

34A: Anchor-News

34B: Commentator/Editorialist

34C: Program-Host/Moderator

34D: Reporter-Feature/Human Interest

34E: Reporter-Investigative

34F: Reporter-General Assignment

34G: Reporter-Sports

34H: Anchor-Weather

**35. Photographer**

35A: Program (Non-News)

35B: News-Within 24 Hours

35C: News-No Time Limit

35D: Short Form (Promos, PSAs, Commercials, Opens, etc.)

**36. Video Journalist**

For excellence by a single individual, covering a single or multi-part story or topic. The video journalist acts as a cross-discipline producer, serving as photojournalist, editor, talent, writer and producer for the story. Entry may not be entered in any other craft or program category.

**37. Writer**

37A: Program (Non-News)

37B: News

37C: Short Form (Promos, PSAs, Commercials, Opens, etc.)

### **38. College/University Student Production Categories**

A crystal pillar 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. 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.

#### **38A. College/University Student\_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

#### **38B. College/University Student\_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

#### **38C. College/University Student\_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.

#### **38D. College/University Student\_Long Form**

##### 1. Fiction

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single fictional 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.

## 2. Non-Fiction

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single non-fictional subject. 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.

### **38E. College/University Student\_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

### **38F. College/University Student\_Sports-Live Event**

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may 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.**

### **38G. College/University Student\_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.**

### **38H. College/University Student\_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.

### **38I. College/University Student 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.**

**38J. College/University Student Talent**

For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft or a composite of material as originally transmitted. Time Limit: 15 minutes.

**38K. College/University Student 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 as originally transmitted. Time Limit: 15 minutes.

**38L. College/University Student 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.

**38M. College/University Student Commercial**

For outstanding achievement in commercial production advertising a product, business or service that is conceived, written, created and produced for a class/school project. Spots may be 5-seconds to 5-minutes in length.