



The National
Academy of
Television Arts
& Sciences

NORTHWEST CHAPTER

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*Northwest Regional Emmy Awards presents the
NATAS Northwest High School Awards for Excellence*

CALL FOR ENTRIES

What are the NATAS Northwest High School Awards for Excellence?

The NATAS Northwest High School Awards are intended to honor excellence in broadcast arts & sciences by high school students.

When is the entry deadline?

Entries must be postmarked no later than Friday, March 11, 2011.

When is the viewing period?

The first broadcast of the video must have been between January 1, 2010 and March 1, 2011.

The term broadcast for this contest also encompasses telecast, cablecast and webcast. If in doubt, contact the NATAS NW office—this list is not necessarily exclusive.

What videos can be entered?

Any video produced entirely by high school students with only advisory support from faculty can be entered. The video must be submitted as it was originally broadcast. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow. There is no limit to the number of videos that may be submitted in each category and a video may be entered in more than one category.

The video must be sponsored by the student's high school, after school program, community-based program, or public access facility where the work was produced. The program must reside within the NATAS Northwest region: Washington, Oregon, Idaho, Montana and Alaska.

What students are eligible to enter the High School Awards for Excellence contest?

Any current or former high school student who was involved in the production of a video that meets the above criteria is eligible.

Who can submit an entry?

A faculty member advising the students, or a high school student (current or former) involved in the production of the video while in high school.

Who receives the Award?

The NATAS Northwest High School Award for Excellence, an engraved pillar, will be presented to the sponsoring high school, after-school program, or producing organization. The students named on the entry will receive personalized certificates.

The awards and certificates will be presented at the Northwest Regional Emmy Awards on June 11, 2011. Following the Emmy Awards, duplicate awards with individual student names will be available. Call for prices.

What is the judging criteria?

Criteria will be similar to that applied to the judging of the Northwest Regional Emmy Awards. Entries will be judged on the basis of concept, content and execution which demonstrate awareness of broadcast journalism standards, including accuracy and fairness. Judges will particularly look for well-organized material, paying close attention to production values, selection of supporting visuals, clearly written on-camera and voice-over narration and appropriate use of interview content and sound.

CATEGORIES

1 – News

For outstanding achievement in the reporting of 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. News entries may run no longer than (5) five minutes. In-studio set-up or anchor work will not be considered an asset unless it materially contributes to the editorial content of the individual report.

2 – Cultural Affairs

For outstanding achievement in the reporting of content with cultural or artistic significance. Pieces may run no longer than (5) five minutes. Subject matter can include (but is not limited to) reports on popular trends, lifestyles, fashion, performing arts, music, fine arts, literature and historical retrospectives.

3 – Sports

For outstanding achievement in the reporting of sports news and information. Pieces may run no longer than (5) five minutes. In-studio set-up or anchor work will not be considered an asset unless it materially contributes to the editorial content of the presentation.

4 – Public Affairs

For outstanding achievement in a presentation of content with current social, civic, or other issue-oriented subject matter. Pieces may run no longer than (10) ten minutes.

5 – Craft Achievement

For outstanding achievement in the technical aspects of an entry. Students who wish to enter a production demonstrating their on-camera performance, graphics presentation, animation, writing, camera work, special effects, editing, music arrangement or composition, scenic and production design, lighting, directing, audio or other production aspects are urged to submit in this category. Entries may run no longer than (10) ten minutes. An individual may enter a compilation of several examples of his or her specific craft achievement. Entry must specify what craft is being submitted for judging (i.e., writing, anchoring, animation, etc.)

6 – Long Form – Non-Fiction

For outstanding achievement in the long-form treatment of a single non-fiction subject. Entries can be as short as 5 minutes but must run no longer than 30 minutes. If the original presentation ran more than 30 minutes, entrants are permitted to submit two 30-minute unedited segments that best exemplify the total work. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports, lifestyles, music, performing arts, entertainment, and historical retrospectives.

7 – Long Form – Fiction

For outstanding achievement in presentation of a long-form treatment of a single fiction subject. Entries can be as brief as 5 minutes but must run no longer than 30 minutes. If the original presentation ran longer than 30 minutes, entrants are permitted to submit two 30-minute unedited segments that best exemplify the total work.

8 – Public Service Announcement

For outstanding achievement in production of a public service announcement promoting a cause, organization or positive message. Spots may be no longer than :60 (sixty seconds).

BASIC REQUIREMENTS

Does all material have to be original?

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.

What if my entry is in a language other than English?

Entries in English will be judged by English-speaking peers. Entries in Spanish will be judged by Spanish-speaking peers. Entries in other languages may be entered, but the 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.

How does the judging process work?

Entries will be judged by a panel of members of the National Academy of Television Arts & Sciences. 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.

How do I enter my work?

Entries will be accepted only on DVD. The readability of the DVD is the responsibility of the entrant. DVDs that cannot be played will not be judged, and entry fees will not be refunded. It is highly recommended that DVDs be compatibility-tested on a different DVD player than the one used to burn the entry. Brand-name disks are recommended.

It cannot be stressed enough that your entry cannot be judged if it cannot be viewed. DVDs that cannot be viewed may be disqualified.

What does it cost to enter?

Each entry requires an accompanying processing fee of \$25.00, payable by check, VISA or MasterCard. Checks should be made out to "NATAS Northwest". This fee is NON-REFUNDABLE.

The following guidelines shall apply:

- Submit entries on DVD-R format (DVD minus R).
- Use a clear sleeve or case.
- One entry per DVD.
- DVD must be labeled with the following information:
 - Name of entry.
 - Category number and name.
 - Running time.
 - Language of the entry, if other than English.
- For Craft Achievement category only: the craft to be judged.

Printed DVD labels (paper labels) are not suggested. They do not always stay adhered in the players. Instead use a permanent marker to legibly PRINT identifying information on the disk. Ink jet or laser printing that can be applied directly to the DVD face (printable media) is acceptable.

Complete the entry form and enclose with your entry and DVD.

FINAL NOTES

LATE ENTRIES WILL NOT BE ACCEPTED

Entries must be postmarked no later than Monday, March 11, 2011.

Where to send your entries

Mail or ship your entries to the following addresses. Please be sure to send a complete entry. A complete entry consists of the entry form, DVD and payment in the form of check or credit card.

Mail entries to:

NATAS Northwest Chapter
P O Box 58530
Seattle, WA 98138-1530

Or FedEx - UPS entries to:

NATAS Northwest Chapter
1006 Industry Drive
Seattle, WA 98188

Are there other rules?

Entries missing information on the entry form, or entries submitting incorrect fees, or entries that do not follow guidelines will be subject to disqualification.

The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry.

All entries must be submitted as originally broadcast, cablecast or webcast. The Northwest Chapter of the National Academy of Television Arts & Sciences reserves the right to corroborate any information on an entry form, to combine duplicate entries, or to disqualify an entry. All entries are subject to approval by the Northwest Chapter.

Schools and student award recipients may refer to the fact that they are recipients of a "High School Award for Excellence presented by the Northwest Regional Emmy Awards," but may not use the Emmy replica or the Emmy statuette in any form of advertising or promotion.