



The National
Academy of
Television Arts
& Sciences

NORTHWEST CHAPTER

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The NATAS Northwest Regional 2012 Emmy® Awards Call For Entries

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What's New This Year?

Online Judging

The following groups of categories will be judged online and entries will be uploaded using Emmy[®] Express instead of being submitted on DVDs.

- 1 – Station Excellence
- 2 – Community Service
- 3-8 – Newscasts
- 57-76 – Crafts Achievement

News & Programming

Last year we had three groups of News and Programming categories. That's down to two groups this year.

Categories 3-26 are limited to entries produced by news organizations. In most of these news categories, the content must have aired in a regularly scheduled newscast. Exceptions to the newscast rule are noted in the affected categories.

Categories 27-48 are open to everyone. However, material that aired in newscasts or that was originally produced for newscasts may not be entered in these categories.

Video Journalist/Video Essay Craft Categories

Entries in the Video Journalist category must include all disciplines, including narration. There's a new craft category called Photographer – Video Essay for natural sound pieces without narration that are shot, produced, and edited by photographers.

Double-Dipping

Material may only be entered in one news or programming category. In the past there were exceptions that allowed single segments from Continuing Coverage, News Series, or the News Specialty categories to be entered elsewhere. That is no longer permitted.

Also, there is one lesser known element to the “doubling dipping” rules to keep in mind. A producer may enter a show in a News or Programming category.

Standard Clauses

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.

New for 2012: Individual stories from Continuing Coverage, News Series, and the News Specialty categories may not be entered in any other news or program category.

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

Entries in the following categories will be uploaded for online judging:

- 1 – Station Excellence
- 2 – Community Service
- 3-8 – Newscasts
- 57-76 – Crafts Achievement

Categories 9-56 will be accepted only on a DVD. 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 or computer 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 may 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 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.

Emmy[®] Recipient(s) Challenge

Challenges against an Emmy[®] Award, Nomination or entry must be done in writing and must identify the challenger(s). The Awards Committee will contact the challenger(s) to verify that they have made the challenge. Names of challengers will never be made public.

Anonymous challenges will be considered invalid and will not be investigated.

Conclusion

The Northwest Regional Emmy[®] Awards Competition is presented for excellence in programming and individual craft achievement in television and media arts.

1. The Northwest Chapter of NATAS accepts entries from Alaska, Montana, Idaho, Oregon and Washington.
2. All entries must have been produced to broadcast, cablecast or designed for broadband distribution or portable delivery within the Northwest Region for the first time during the period of January 1, 2011 through December 31, 2011.
3. If, in the opinion of the Peer Judging Panel, an entry is submitted in an inappropriate awards category, it will be referred to the Awards Committee who reserves the right to change the category in which any entry is to be judged; or to disqualify the entry.
4. Entry in the Northwest Regional Emmy[®] Awards gives The National Academy of Television Arts & Sciences permission to broadcast or cablecast winning entries.

General Rules

Entries must have had their first broadcast, cablecast or webcast in the awards area during the eligibility period – January 1 to December 31, 2011

All entries must be submitted as originally telecast or webcast without any post-telecast production changes in an effort to enhance the award worthiness of an entry. In the case of long-form programs such as sporting events or concerts, a maximum of three edits is permitted to bring longer program entries to the stated entry time. Entrants may be required to provide documentation, including proof of performance affidavits or verified production credits, if deemed necessary by the Awards Committee.

Submission of an entry constitutes permission for The National Academy of Television Arts & Sciences, Northwest Chapter to telecast, webcast, videostream or screen the entry, or portions of the entry, as part of the Emmy® Awards promotion and program.

NATAS retains all rights to any telecast, webcast, videostreaming, videotape recording, audio tape recording or photographs of the Emmy® Awards presentation and any use of the material without written permission is strictly prohibited. Clips from the Emmy® Awards ceremony, however, may be used in newscasts without written permission.

Entries may be submitted by the management of a television station, franchised cable system, or company directly responsible for the production of an entry, or any individual directly responsible for the production of an entry or individual craft achievement. You do not need to be a member of NATAS to enter.

Entrants may submit as many different entries as desired. There is no limit to the number of submitting individuals who are eligible to win an Emmy® award statuette. Except for the craft areas, the primary person responsible for submitting the program or segment is the producer who must enter. He or she must concur that the additional entrants were also active participants. Executive Producers acting solely as administrators, (i.e., without having hands-on or creative input) of entered programs or segments are not eligible for statuettes.

Emmy® entrants are limited to the persons who participated in the creative process of the program; i.e., producer, director, photographer, writer, editor, etc.

For original programs longer than 30 minutes in length and not noted as having a time limit of 60 minutes, you have the option of submitting the first 30 minutes of the program or a composite of 3 unedited segments/lifts. The three excerpts must be the opening, middle and ending of the entry. Each excerpt should be approximately 10 minutes for a maximum total of 30 minutes. **If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program. See category description.**

Entry Procedure: All entrants must submit a fully completed entry form, the applicable entry fee(s), and **two (2) DVD videos** of the entry as “aired,” except for removing commercials. No DVDs are needed for the entries to be judged online – categories 1-2, 3-8, and 57-75.

Please contact the NATAS Northwest office if you have a problem with the online entry or the DVD format. Exceptions will be made in hardship cases. Entrants are responsible for the technical quality of their DVDs.

Entry Preparation: After completing the online entry form, Emmy® Express will provide you with the DVD case label. You should label **each** actual DVD with a “sharpie” fine tip marking pen, identifying the Category Number, Category Title, Entry Title, Station/Organization and Total Running Time.

The total running time and air date(s) of each entry **must be** provided on the entry form. As an aid to judges, a précis (written description of your entry) may be submitted stating why the entry is award-worthy. Space is provided on the entry form, up to 100 words, for this purpose. Enter online in the “description” section. This précis information will automatically be printed on your DVD label, and read aloud to judges prior to screening.

Your membership **must be** paid through 2012 to be considered a current NATAS member. A membership form is available online for your convenience. Pay on-line with credit card or complete the form and mail in a check. Join NATAS now with your current Emmy® entry.

DVD Usage: DVDs will not be returned. Recipient DVDs will be archived. Other entry DVDs will be discarded.

Winning Entry Broadcast Waiver: I (we) agree by submitting and therefore entering my/our Emmy® entry, grant the Chapter the following: Full and complete authority for the Chapter to broadcast, edit, and or make any other changes they deem necessary to my/our entry at their sole discretion. The Chapter is granted full and complete authority to include my/our entry in an Emmy® broadcast, other related broadcasts, and Emmy® website streaming.

WARNING: After the **January 23rd** entry deadline, any entry that is still incomplete (including membership and entry fees) will be subject to a **\$25 reprocessing charge** or disqualification. If an entry must be reprocessed, the original entry fee will not be returned.

Awards Procedure: The Awards Committee is vested with the authority to determine the eligibility of entries and to change any entry’s category if improperly submitted. **Such decisions are final.**

Judging: For categories 1-57 entries are judged for **Content, Creativity, and Execution**. And for Crafts Achievements categories 58-77, entries are judged only for **Creativity and Execution**.

Voting is done by secret ballot with scores tabulated by the accounting firm of **Stegman Wallace, P.S.** The Awards Committee then selects the nominees and recipients from the top scores on encoded lists provided by our accountants.

Nominees and award winners will be selected based on the scores provided by the accounting firm without reference to the individual entries.

Nominations: Emmy® Award nominations will be posted on the NATAS Northwest Chapter website (natasnw.org) at **10:00 pm, Friday, April 20, 2012**. Each person nominated receives a certificate, suitable for framing.

The Award: Emmy® Award presentation will take place on **Saturday, June 2, 2012**. Advanced reservations to this Black Tie Event are required.

Frequently Asked Questions

1. **What's the entry deadline?**

Entries must be received at the NATAS Northwest Chapter office no later than **5:00 pm, Wednesday, January 25th, 2012**

2. **Where are the forms?**

The forms are on the Call For Entries web page:

<http://www.natasnw.org/call-for-entries.html>

3. **What is an Administrative Tool?**

This tool is primarily for use by companies who need to coordinate entries from multiple individuals in order to centralize authorization and payment. In addition it has a number of report functions and entry tracking features useful to larger organizations. If your company plans to submit multiple entries, this Administrative Tool can be activated for you. Call or email the office for details.

4. **What if my entry first aired on the web?**

It does not matter if a story is broadcast, cablecast or aired via broadband. If the story is of Emmy® Award quality, it is admissible. Entries aired via broadband must have been intended for consumption and be 'of primary interest' to the Northwest Regional audience, and **MUST HAVE** had its' first transmission in that awards area during the eligibility period. It is advised that broadband content intended for a wider audience (a national audience) be submitted for consideration in the National Television Academy's national competition. **REMEMBER** you cannot submit an entry in more than one chapter.

5. **Check your dubs!**

Defective DVDs cannot be viewed or judged. Check your DVDs in a DVD player different from the one used to create the DVD disks. The readability of your DVDs is your responsibility. Defective DVDs will be disqualified and your entry fees will not be refunded.

6. **How many people can be listed on an entry?**

News and programming categories allow a maximum of three entrants per entry unless an exception is granted by the Awards Committee. To request an exception, contact the NATAS office (206-575-3444 or natas@asi-seattle.net). All entrants must be "most directly responsible" for its production. We encourage entrants to notify all individuals who could be identified as "most responsible" offering them opportunity to participate and pay any necessary fees to include their name on the submitted entry.

7. **How do I submit Special Achievement News, Program, Spot Announcements & Commercial?**

Entries are judged on content, creative and execution. Entries must be submitted exactly as aired. Each DVD must contain only one entry for one category, except in "series" entries. "Series" entries must be on the same DVD. No program in any category may be more than 60-minutes in length, (*see specific category for time limits*). If an original broadcast was longer, one edit per half-hour for time may be made to bring entry to one-hour viewing time limit. All commercials must be edited out leaving at least one second of black between segments.

8. **How do I Submit Craft Categories?**

Craft entries are judged on creativity and execution. Unless otherwise stated, composites are permitted. A composite is defined as a sampling of two or more representative segments divided by one or two seconds of black; or elements that convey to a judging panel the scope, breadth or range of an individual's talent. 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 to the lift.

9. **Can I submit the same work in two places?**

Any single piece of work may be submitted in only one category, unless otherwise noted. However, the same piece of work may be submitted in one or more Craft categories.

See *Standard Clauses – Double Dipping* for details

10. **What about entering segments or packages from full-length programs that have already been entered elsewhere?**

A complete program or segment may be entered only once in news or program categories. 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.

Segments or packages from full-length programs or newscasts entered in news and programming categories can be entered in another relevant category providing that the segment does not constitute more than 33% of the full-length program or newscast.

Be sure to read *Standard Clauses – Double Dipping*

11. **What's the definition of a segment?**

To qualify as a "Segment," it must be a portion of a program that can stand alone.

See *Standard Clauses – Double Dipping* for details.

12. **Can I add entrants after I submit an entry?**

Additional entrants may be submitted until the entry deadline, but before judged. The cost is the entry fee(s) plus a \$25 entry reprocessing fee will apply. If entrants are identified **AFTER** the nominations are announced, the fee is **double** the original entry fee plus a \$50 reprocessing fee. Absolutely no additional entrants can be identified after Emmy® Awards have been announced. Remember, NATAS allows a maximum of three "most responsible people" per entry, unless an exception is granted by the Awards Committee.

13. **Am I a current (2012) NATAS member?**

Only if you paid dues after September 30, 2011. You can join online or complete a membership application sending payment along with your entry. If you pay by check, please submit a separate check for your dues. Membership applications are available at:

<http://www.natasnw.org/membership.html>

14. **Do I have to be a member to enter?**

You do not have to be a member to enter, but entry fees are discounted for current members. You can join at the time of entry and still receive the member discount.

15. What is a complete DVD entry? (Categories 9-56)

A complete entry consists of a completely filled out Emmy® Express entry form, two (2) copies of the DVD and payment in full. A written description about the entry may be typed in the space provided on the entry form.

DVDs must have the Entry ID, Category and the Title written on them. This identifying information is on the Emmy® Express entry form. Use a Sharpie or other permanent marker to write on the disk. Use of disk labels is discouraged. Emmy® Express payment receipts and checks must have the Entry ID written on them.

Mail or ship the complete entry to the NATAS Northwest office.

Improperly submitted or incomplete entries will be returned and a \$25 reprocessing fee will be imposed.

16. What is a complete ONLINE entry? (Categories 1-8, 57-75)

A complete entry consists of a completely filled out Emmy® Express entry form, a single video uploaded online and payment in full. If you are unable to upload your video to the web site, please contact the office for help. A written description about the entry may be typed in the space provided on the entry form.

After filling out the Emmy® Express entry form, you will receive an email with instructions and link to the video upload page.

If all or part of payment is by check, mail a copy of the entry form with the checks to the office.

Improperly submitted or incomplete entries will be returned and a \$25 reprocessing fee will be imposed.

17. How do I pay?

Emmy® Express now has very flexible payment options. It allows multiple individuals to pay for a single entry or multiple entries. Payment can be by check, Visa, MasterCard and/or American Express.

Include a printed copy of your Emmy® Express payment receipt and any checks with your entries. Be sure to write the Entry ID from the Emmy® Express entry form on all checks and receipts.

Bottom line: When there are multiple people paying for multiple entries we need to know who is paying for what and how much.

18. Who owns the Emmy® statuettes?

See *Standard Clauses - Award Ownership* for details.

19. Are commemorative Emmy® Award statuettes available?

Yes. See the Northwest Store for details and to order.

<http://www.natasnw.org/northwest-store.html>

Entry Fees

The chapter recognizes that there will be instances when there will be more than one person who is “most responsible” for the work entered. We therefore encourage entry submitters to offer all “most responsible” persons the opportunity to be entrants on the submitted entry.

Please note that the entry submitter may require the entrant(s) to pay for their own entry fees.

Categories 1-2

Station Excellence: \$155 (One Award only)

Community Service: \$155 (Per producer, limit of 3 producers)

Categories 3-57 – News, Programming, Spots, PSAs, Commercials

Limit of 3 entrants, except by prior permission. To request permission, call or email the NATAS Northwest office at 206-575-3444 or natas@asi-seattle.net.

Current NATAS members

Market size 1-20: \$95 First entrant, \$80 Second & third entrants, \$95 Additional entrants

Market size 21-80: \$80 First entrant, \$70 Second & third entrants, \$80 Additional entrants

Market size 81+: \$55 First entrant, \$50 Second & third entrants, \$55 Additional entrants

Non-members

All markets: \$120 First entrant, \$95 Second & third entrants, \$120 Additional entrants

Categories 57-76 – Crafts Achievement

\$50 Current NATAS members, \$130 Non-member

Limit of 3 entrants.

Market Size Table

Market size 1-20: Seattle-Tacoma

Market size 21-80: Portland & Spokane

Market size 81+: All other markets

The Northwest Store

Statuettes, plaques, crystals and certificates are available to qualified individuals and companies.

See The Northwest Store for details and to order.

<http://www.natasnw.org/northwest-store.html>

Mailing/Shipping Address

Submit completed entry form with payment and entry video on 2 DVDs to the NATAS Office.

Mail to address

NATAS Northwest Chapter

PO Box 58530

Seattle, WA 98138-1530

Ship to address

NATAS Northwest Chapter

1006 Industry Drive

Seattle, WA 98188

If you are paying by check, make checks payable to:

NATAS-Northwest Chapter

Please do not include membership dues on the same check!

Categories

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. Entries in these categories will be uploaded and judged online.

1 Station Excellence

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

2 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 effort, and must be comprised only of material as actually aired. No introductions, post production, montages, 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.**

News

Categories 3-26 are for program content created by news organizations. Entries must be aired by a news organization.

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.

Newscasts

For excellence in a regularly scheduled daily 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. Morning/Daytime Newscasts are those which air up until 4 pm. Evening Newscasts air anytime after 4 p.m. Time limit 60 minutes. Entries in these categories will be uploaded and judged online.

3 Morning/Daytime News (Markets 1-20)

4 Evening News (1-20)

5 Morning/Daytime News (21-80)

6 Evening News (21-80)

7 Morning/Daytime News (81+)

8 Evening News (81+)

News Gathering

9 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.

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

10 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 multiple live and/or taped elements, and online content. Time limit: 15 continuous minutes of one news story.

11 Spot News

For coverage of a single, unanticipated news event. 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 unedited segment up to 15 minutes.

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.

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

12 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. Must include at least one complete report. Time Limit: 30 Minutes

Note: It is no longer allowed to enter a segment from this category in another area.

13 News Special

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Must be produced and aired by a news gathering organization. Subject should be an in-depth treatment of current topic. Time limit: 60 minutes.

14 Informational Program/Special

For excellence in presentation of stories from a news 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. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

15 General Assignment Report - Within 24 Hours

For excellence in coverage of a single news story or topic aired within a regularly scheduled newscast, which has less than 24 hours 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.

16 General Assignment Report - No Time Limit

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 and be an assigned report. Entry time limit: 10 Minutes

17 Feature News Report - Light Feature

For excellence in reporting of a single feature news story or topic aired within a newscast. Time limit 10 minutes.

18 Feature News Report - Serious Feature

For excellence in reporting of a single feature news story or topic aired within a newscast. Time limit 10 minutes.

19 Investigative Report

For excellence in reporting of a 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 (100 word limit). Time limit 30 minutes.

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

20 News Series

For excellence in a series of stories that are aired on more than one newscast over several days, on a single topic. Time limit: 15 minutes. Entry can include up to three complete reports.

21 Sports - News Single Story or Series

For excellence in coverage of sports in general, sports related topics or subject matter within a news program. **Time limit: 10 minutes. Series time limit: 15 minutes.**

News Specialty

For excellence in the coverage of a single news story, news series, news feature or program or special. Entry can include up to four stories in their entirety as aired, but not to exceed 15 minutes unless otherwise noted. A maximum of three segments/lifts is permitted to bring longer program entries to the required time limit.

22 Business/Consumer - News

For excellence in coverage of business, finance, consumer affairs or economic topics.

23 Environment – News

For excellence in coverage of environmental impact issues, topics or subject matter.

24 Health/Science – News

For excellence in coverage of health, science, medical topics or subject matter.

25 Politics/Government – News

For excellence in coverage of political, civil, government issues or subject matter.

26 Crime – News

For excellence in coverage of crimes or other violations of the law

Programming & News

Categories 27 to 48 are open to everyone. However, entries must not have aired in a newscast or been originally produced for newscasts.

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, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Features and Segments should not exceed 10 minutes, however, a MAXIMUM of one edit is permitted to bring longer segments to the 10 minute requirement. One second of black must separate edited segments.

Programs and Specials should not exceed 30 minutes, however a MAXIMUM of three edits is permitted to bring longer program entries to the 30 minute requirement. There is one exception to the 30 minute" rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

27 Human Interest - Feature/Segment

For excellence in a feature or segment from a program, series or special that covers subject matter that appeals to the human spirit. Time limit: 10 minutes.

28 Arts/Entertainment - Feature/Segment

For excellence in a feature or segment from a program, series or special that covers general entertainment, variety, or visual and performing arts. Time Limit: 10 minutes

29 Arts/Entertainment - Program/Special

For excellence in a program, series or special that covers general entertainment, variety or visual and performing arts. Time Limit: 30 minutes. There is one exception to the 30 minute" rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

30 Historic/Cultural - Feature/Segment

For excellence in a feature or segment from a program, series or special that covers historical, cultural and/or ethnic issues or topics. Time Limit: 10 Minutes.

31 Historic/Cultural - Program/Special

For excellence in a program, series or special that covers historical, cultural and/or ethnic issues or topics. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

32 Health/Science Segment

For excellence in a feature or segment from a program, series or special that covers health, science, medical topics or subject matter. Time Limit: 10 Minutes.

33 Health/Science - Program/Special

For excellence in a program, series or special that covers health, science, medical topics or subject matter. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

34 Informational/Instructional - 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 or subjects. Time Limit: 10 Minutes.

35 Informational/Instructional - Program/Special

For excellence in a program, series or special from a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

36 Sporting Event/Game - Live/Unedited - Program/Special

For excellence in production of a single program 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. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

37 Sports - Feature/Segment

For excellence in a feature or segment from a 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

38 Sports - Program Series

For excellence in 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. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a 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. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

39 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. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments. Time limit 30 minutes.

40 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. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

41 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/cablecast program, 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. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

42 Public/Current/Community Affairs - Feature/Segment

For excellence in a program, series or special on current issues of societal concerns, social ills, community or general public interest. Segments should not exceed 10 minutes, however, a MAXIMUM of one edit is permitted to bring longer segments to the 10 minute requirement. One second of black must separate edited segments.

43 Public/Current/Community Affairs - Program/Special

For excellence in a program, series or special on current issues of societal concerns, social ills, community or general public interest. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

44 Politics/ Government - Program/Special

For excellence in a program, series or special that covers political, civil, government issues or subject matter. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments.

45 Interview/Discussion - Program/Special

For excellence in a program, series or special consisting of material that is at least 75% unscripted. Time Limit: 30 minutes. There is one exception to the 30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program. One second of black must separate edited segments. Time limit 30 minutes.

46 Documentary - Cultural

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of cultural historical significance. Enter up to 60 minutes of complete program or series compilation not to exceed 60 minutes. A maximum of three edits is permitted to bring longer programs to the time limit. One second of black must separate edited segments.

47 Documentary - Historical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of historical significance. Enter up to 60 minutes of complete program or series compilation not to exceed 60 minutes. A maximum of three edits is permitted to bring longer programs to the time limit. One second of black must separate edited segments.

48 Documentary - Topical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current significance. Enter up to 60 minutes of complete program or series compilation not to exceed 60 minutes. A maximum of three edits is permitted to bring longer programs to the time limit. One second of black must separate edited segments.

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. 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.** If a campaign is entered, a maximum of three spots may be included.

49 Promotion - News Promo - Single Spot

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.

50 Promotion - News Promo - Campaign

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.

51 Promotion - Program - Single Spot

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

52 Promotion - Program - Campaign

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

53 Community/Public Service (PSAs) - Single Spot

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

54 Community/Public Service (PSAs) - Campaign

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

Commercials

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 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. For a campaign, a maximum of three spots may be entered.

55 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 local market. Spots may be between :05 and 5:00 in length. Program length commercials (infomercials) are not eligible.

56 Commercial - Campaign

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the local market. Spots may be between :05 and 5:00 in length. Program length commercials (infomercials) are not eligible.

Crafts Achievement

One award, more than one award, or no award is given for excellence in a specific broadcast discipline demonstrating the skills of one or more individuals. Except as noted, submit a single example of the craft with no internal edits or post production work such as music or special effects. If preferred, you can submit a composite of your work placing one second of black between each segment. Composites in categories 61, 62, 66, 68, 71 and 76 must include at least one complete story. Limit 15 minutes. Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons. Entries in these categories will be uploaded and judged online.

57 Anchor - News

58 Anchor - Sports

59 Anchor - Weather

60 Program Host/Moderator

61 Reporter - News General Assignment *(Must include at least 1 complete story)*

62 Reporter - Programming *(Must include at least 1 complete story)*

63 Director - Live or Live on tape

64 Director - Post Production

65 News Producer

66 Writer - News *(Must include at least 1 complete story)*

67 Writer - Program

68 Photographer - News *(Must include at least 1 complete story)*

69 Photographer - Program

70 Photographer - Video Essay

For excellence by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist, editor, and producer, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category.

71 Editor - News *(Must include at least 1 complete story)*

72 Editor - Program

73 Graphic Arts

74 Audio

75 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.

76 Reporter – News Special Assignment *(Must include at least 1 complete story)*