



The National
Academy of
Television Arts
& Sciences

NORTHWEST CHAPTER

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The NATAS Northwest Regional 2012 Emmy[®] Awards Call For Entries

Categories Only

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*)