



The National Academy of Television Arts & Sciences

NORTHWEST CHAPTER

PO Box 58530, Seattle, WA. 98138
206.575.3444 • natas@asi-seattle.net

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

CALL FOR ENTRIES

Purpose

The NATAS Northwest High School Awards for Excellence promotes best practices to high school students and is intended to be an incentive for the pursuit of excellence in broadcast journalism and focus public attention on outstanding achievements in broadcast produced by high school students. Faculty involvement can only be advisory.

Rules and Eligibility

- Entries must be **postmarked** no later than Thursday, February 23, 2012.
 - Entries must have been **originally produced** within the eligibility period from January 1, 2011 to February 17, 2012. Entries previously submitted are not eligible.
 - Entries must have been produced **within the Northwest Chapter region** (states of Alaska, Idaho, Montana, Oregon and Washington).
 - Students must have been both involved in the production of the entry and enrolled as full-time high school students during the production of the entry.
 - Faculty involvement can only be advisory.
 - Entries may be submitted by a faculty advisor or a student who was enrolled as a full-time high school student at the time the entry was originally produced.
 - Entries must be approved by the high school or school-related program where the entry was produced.
 - Alternatively, a high school or after school program may approve entries produced by its enrolled students at public access facilities or community arts centers, thereby verifying the entry as the student's own.
 - There is no limit to the numbers of entries that a school or after school program may enter in each category.
-
- The same entry may be entered only once in categories 1 through 7, but can be entered again in both categories 8 and 9. For example, an entry may be submitted in Long Form listing all of the students involved in the production and then entered again in Writing listing only the students involved in writing the story.
 - 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, including music use. See **Use of copyrighted material** below.
 - Entries must be submitted as originally produced, but need not have been telecast, cablecast or webcast.
 - There **may not be any post-production changes to the entry**, except edits for time, as noted on the category descriptions that follow.
 - **A composite is a sampling of segments or elements** of a production that can represent the production to a panel of judges. This sampling conveys the scope, breath and/or range of the production. A demo reel is not a composite. A straight lift from a production can be a sampling, but there must be no editing within the lift.

-
- Entries will be judged by seasoned television professionals. 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.
 - 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. 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 on the narration track.
-
- Nominations will be announced in late April.
Winners will be announced June 2, 2012 at the NW Emmy® Awards Banquet.
 - **Award winning Entries.** The Award for Excellence (an engraved glass pillar) will be presented to the sponsoring high school or after school program. The students whose names are listed on the entry form will receive certificates. Following the NW Emmy® Awards Banquet, the students may purchase duplicate Awards (glass pillars) with their names engraved on it.
 - **Nominated Entries.** The students whose names are listed on the entry form will receive certificates. Following the NW Emmy® Awards Banquet, the students may purchase curved glass pieces with their names engraved on it.
 - Schools and student award recipients may refer to the fact that they are recipients or nominees of a Northwest High School Award for Excellence. Schools and student award recipients may not use the Emmy® Award name or replica of the Emmy® statuette in any form of advertising or promotion.
-
- **Use of copyrighted material:** Copyright is “the right to control copying”. Published material including songs, videos, graphics, pictures and movies are copyrighted. The article at <http://www.videomaker.com/article/14261/>, written by Mark Levy, an attorney who specializes in intellectual property law, says, “If your work is for educational purposes, then use of copyrighted material falls under the “Fair Use” provision, which allows reasonable use of copyrighted work, without permission, for research, criticism, or education. A notice at the beginning or end of your production giving credit to copyright owners for their work is usually sufficient. Be aware, however, that not citing sources, or attempting to pass off copyrighted material as your own work, is not considered ‘fair use’. It is plagiarism and can result in harsh penalties.” Any submission containing plagiarized content will not be accepted.
 - The Northwest Chapter shall accept all eligible entries. The Chapter 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 Chapter and the rulings by the Chapter are final and absolute.
 - Ineligible entries may be disqualified when discovered regardless of the stage of the competition. Reasons for disqualification include:
 - Entries that conflict with any of the Chapter’s rules or the Call For Entries rules and eligibility requirements
 - Entries with pornographic, violent, defamatory or offensive material and/or language
 - Entries that have intentionally falsified production credits..
 - The Northwest Chapter assumes no responsibility for the errors or omissions made by entrants or individuals. Entrants are solely responsible for submitting correct information pertaining to their entries. Entrants are strongly advised to review submissions with respect to correct names, credits and other information.
 - Submission of an entry to the Northwest High School Awards for Excellence constitutes permission for the Northwest Chapter to telecast, screen, or webcast the entry, or portions of the entry, and to have their work uploaded to and available on SchoolTube.

Categories

1. News

For outstanding achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. 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.**

2. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a regularly scheduled presentation of content with cultural or artistic significance. Subject matter can include (but is not limited to) popular trends, lifestyles, fashion, performing arts, music, fine arts, literature 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: 10 minutes.** A compilation not more than 10 minutes long consisting of up to three unedited pieces may be submitted.

3. Long Form - 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: 10 minutes.** If the original presentation ran more than 10 minutes, entrants are permitted to submit two 5 minute unedited segments that best exemplify the total work.

4. Long Form - 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: 10 minutes.** If the original presentation ran more than 10 minutes, entrants are permitted to submit two 5 minute unedited segments that best exemplify the total work.

5. 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: 5 minutes.** A compilation not more than 5 minutes long consisting of up to three unedited pieces may be submitted.

6. Community/Public Service Announcements (PSA)

For outstanding achievement in announcements that effectively focus interest in and marshal support for worthy community or area causes. **Time Limit: 5 seconds to 2 minutes.**

7. 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: 10 minutes.** A compilation not more than 10 minutes long consisting of up to three unedited pieces may be submitted.

8. **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.**

9. **Photographer / Editor**

For outstanding achievement in photography or 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.**