



The National Academy of Television Arts & Sciences

NORTHWEST CHAPTER

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

The National Academy of Television Arts & Sciences



NATAS is a professional service organization dedicated to the advancement of the arts and sciences of television and related media and the promotion of creative leadership for artistic, educational and technical achievements within the television industry, best known for the coveted Emmy® Award.

Presents the NATAS Northwest Student Production Awards

This Call for Entries Covers BOTH the College Division and High School Division Student Production Awards. Both College and High School nominees and recipients will be recognized at the 2017 Northwest Regional Emmy® Awards to be held on June 3, 2017.

Of interest

- **The ENTRY FEE is \$35 per ENTRY** regardless of number of student ENTRANTS on the ENTRY.
- List all student ENTRANTS on the ENTRY. They all deserve credit. Please include the email address of each student ENTRANT.
- An ENTRANT is a student who performed a function in producing the video, such as writer, director or actor.
- A SUBMITTER is the person who fills out the entry form. This person is not required to be an ENTRANT.
- If the SUBMITTER is not the teacher/instructor/advisor for an entry please list the teacher/instructor/advisor as an ENTRANT with the title of ADVISOR. Include the ADVISOR'S EMAIL ADDRESS.
- EMAIL ADDRESSES are confidential and never shared. The EMAIL ADDRESSES are used by NATAS to contact SUBMITTERS, ENTRANTS and ADVISORS for administrative functions and about contest information.

Avoid Being Disqualified

- An entry in the wrong division or in the wrong category will be disqualified unless it is moved to the correct division/category prior to the start of judging. If you think there is a problem contact the office ASAP.
- Entries without a school or program advisor may be disqualified. The advisor's contact information must be valid through June in case we need to contact the advisor. The advisor may be the entry submitter or listed as an entrant with the title advisor.

Standard Rules and Regulations

Purpose:

To recognize outstanding **student** achievements in production by conferring 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 by those studying media and journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements by undergraduate college and/or high school students.

Eligibility:

- Programs or program segments conceived, produced and executed by students at a high school, university, college or technical/vocational school within the Chapter's designated award area are eligible for student award consideration.
- Returning students who previously worked as professionals are not eligible.
- No professional services may have been employed in the production of the entry.
- Faculty involvement can only be advisory.
- Entrants must be enrolled as a full-time student as of the production of the entry.
- Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
- Students who perform professional work may enter their work in the professional awards competition, provided they meet all eligibility requirements. But they then are ineligible to enter the student competition.
- No entry may be submitted to more than one Chapter's awards.
- The entry does not need to have been broadcast, cablecast or webcast to be eligible.
- Entries must be submitted as they were originally transmitted.
- There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
- There is no limit to the number of entries a school may submit in each category.
- Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
- 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, or a school sponsored entity or club with non-professional help, the entrant is considered a student as long as they meet all the other previously listed requirements of full-time enrollment.

If they are paid for working on a project with other professionals, and want to enter the Chapter's Emmy® 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 from any NATAS Chapters' high school or college competition may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion for their recognition.

Intentional Falsification: The student advisor warrants that they are the party most responsible for verifying the eligibility requirements have been met. 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 & 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.

Judging and Evaluation: Programs are judged on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points). Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

Fees: While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. While the NATAS offers student memberships as non-voting members of their Chapters, membership is not a requirement for advisors or entrants.

Entry Submissions: The school where the work was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

Language(s): Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals. 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 of the narration track.

Original Material: At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

Awards: A crystal pillar is presented to the school for an Award winning entry. Students who participated in an Award winning entry have the option to purchase a pillar. A certificate is presented to each student who participated in the production of a Nominated or Award winning entry. Participating students must be specified on the entry form or in writing by their advisor. Although we recognize the importance of the advisor, these awards are intended for students only.

Restrictions on the Use of Emmy® Mark: Schools may refer to the fact that they are recipients of a NATAS Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

Validation: We have received entries in the past that clearly had professional participation within the entry. To be considered, a student entry must be conceived, produced and finished by students with teachers/professors/advisors acting in advisory roles only. This means student entries may not benefit from professionals in lighting, sound, writing, editing, videography, directing, narration, etc. By endorsing the entry made, you as advisor, acknowledge this work was carried out by students without professional involvement. Any entry with professional involvement will be disqualified and no refund will be given.

Eligibility Period: Entries must have been produced in the Northwest Region during the eligibility period January 1, 2016 to February 10, 2017

Entry Deadline: Friday, February 10, 2017

Contact Information: NATAS Northwest; P O Box 58530, Seattle, WA 98138 – 206-623-8632 – natas@asi-seattle.net

College Student Production Awards

NOTE: 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.

College Programming Categories

The same material may not be entered in more than one programming category

CL01 – Newscast

For outstanding achievement in a newscast. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time Limit: 30 minutes.**

CL02 – News: General Assignment-Serious

For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes.**

CL03 – News: General Assignment-Light

For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes.**

CL04 – Sports

For outstanding achievement in a presentation or compilation of up to three unedited pieces 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: 10 minutes.**

CL05 – Sports-Live Event

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. **Time limit: 30 minutes.**

CL06 – Short Form Non-Fiction

For outstanding achievement in a presentation of a short-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, cultural affairs, 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: Up to 10 minutes.**

CL07 – Long Form Non-Fiction

For outstanding achievement in a presentation of a long-form treatment of a single non-fiction 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: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

CL08 – Public Affairs/Community Service

For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces 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.**

College Craft Categories

CL09 – 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.**

CL10 – Talent

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

CL11 – Writer

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 recipient. 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. **Time Limit: 15 minutes.**

CL12 – Video Essay (Single Camera Only)

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, 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. **Time Limit: 15 minutes.**

High School Student Production Awards

NOTE: 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.

High School Programming Categories

The same material may not be entered in more than one programming category.

HS01 – News: General Assignment

For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes.**

HS02 – Sports

For outstanding achievement in a presentation or compilation of up to three unedited pieces 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: 10 minutes.**

HS03 – Sports-Live Event

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. **Time limit: 30 minutes.**

HS04 – Short Form Fiction

For outstanding achievement in a presentation of a short-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. 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: Up to 10 minutes.**

HS05 – Short Form Non-Fiction

For outstanding achievement in a presentation of a short-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, cultural, 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: Up to 10 minutes.**

HS06 – Long Form Non-Fiction (NOTE: This category is appropriate for newscasts and announcements)

For outstanding achievement in a presentation of a long-form treatment of a single non-fiction 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: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

HS07 – Music Video

For outstanding achievement in replication, reinterpretation or original material in a music video. Judges will evaluate content, creativity and execution. **Time Limit: 5 minutes.**

HS08 – PSA

For outstanding achievement in announcements that effectively focus interest in and marshal support for worthy community or area causes. **Spots may be 5-seconds to 2 minutes in length.**

High School Craft Categories

HS09 – Animation/Graphics/Special Effects

For outstanding achievement in animation, graphics, and/or special effects 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.**

HS10 – Audio/Sound

For outstanding achievement in audio or sound design 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.**

HS11 – 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.**

HS12 – Writer

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 recipient. 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. **Time Limit: 15 minutes.**