

NATAS Northwest Region Emmy® Awards 2022 Call for Entries



2022 CATEGORIES only

BE SURE if you are using the “Categories only” document – you take the time to review the full rules. This document is intended to give you quick access to the actual category(ies) you wish to enter.

1. Overall Excellence

Awarded to the President/General Manager only 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. Entrants are encouraged to include community outreach and video content distributed via social media and digital platforms. 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. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually distributed. No introductions, post production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a written synopsis of the organization's operation and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. **Entry time limit: 30 minutes.**

NOTE: This category is exempt from double-dipping rules. Only one entrant may be listed on the entry.

NEWS CONTENT

News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities.

Producers should be the primary entrants for these categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

For single News entries, the original video and submission length must not exceed 10 minutes.

NOTE: One (1) second of black must be inserted between elements of an investigative series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

NEWSCASTS & NEWS PROGRAMS

For excellence in a regularly scheduled newscast. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Post edits are not permitted except for the removal of commercials. For newscasts that exceed the 30-minute category time limit, the entrant may submit up to 3 excerpts.

Newscasts Entry Time Limit: 30 minutes.

- 2. Evening Newscast (Markets 1-20)**
- 3. Morning Newscast (Markets 1-20)**

- 4. Evening Newscast (Markets 21-80)**
- 5. Morning Newscast (Markets 21-80)**

- 6. Evening Newscast (Markets 81+)**
- 7. Morning Newscast (Markets 81+)**

8. News Special

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion, or topic. Subject should be an in-depth treatment of a current topic.

Entry Time Limit: 60 minutes.

NEWS GATHERING

9. Breaking News

For excellence in coverage of a single unanticipated news event as it is happening. Entry should convey a sense of immediacy in the coverage of an unfolding event.

Exempt from composite and excerpt limit rules. **Entry Time Limit: 30 minutes.**

NOTE: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Breaking News.

10. Spot News

For excellence in coverage of a single unanticipated news event. Entries should be limited to coverage that occurred within 24 hours of the original breaking news event. Entry may include live or taped elements and online video content. Exempt from composite and excerpt limit rules. **Entry Time Limit: 30 minutes.**

NOTE: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Breaking News

11. Continuing Coverage

For excellence in coverage of a single, evolving news topic through an extended number of reports distributed over a time period exceeding 24 hours. Entries will be judged in part on story advancement. Entry should be a composite of at least two (2) reports as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. **Entry Time Limit: 30 minutes.**

NOTE: Continuing coverage entries typically consist of an establishing report followed up by additional reports that show how the story has evolved and changed with new revelations or sidebar stories over a longer period of time, such as days, weeks or months.

12. Team Coverage

For excellence by a team involved in covering multiple news reports on a single subject, shot, edited, produced and broadcast or streamed within 24 hours. Entry may include multiple live and/or recorded elements and online video content. Entry may be a single, continuous report or a composite of multiple reports or elements. Exempt from composite and excerpt limit rules. **Entry Time Limit: 30 minutes.**

NOTE: As a team entry, multiple entrants must be listed on the entry form.

13. Investigative

For excellence in a single report or series covering one investigation focused on a specific community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation and the impact of the reporting, which may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form. Series entries must include a minimum of two (2) reports. **Entry Time Limit: 30 minutes.**

NOTE: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story Investigative Report.

14. Daily News Report (single shift)

For excellence in coverage of a single news story or topic which is shot, edited and aired within one work shift. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. **Entry Time Limit: 10 minutes.**

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

15. Hard News Report (no production time limit)

For excellence in coverage of a single hard news story or topic which has no time limit for its preparation. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. **Entry Time Limit: 10 minutes.**

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

News Feature

For excellence in reporting of feature news stories or topics. Features are generally defined as stories that have a personal, emotional, or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story. **Entry Time Limit: 10 minutes.**

16. Light Feature (Single Report)

For excellence in reporting of a light feature news story.

17. Serious Feature (Single Report)

For excellence in reporting of a serious feature news story.

SPECIALTY CONTENT

Producers should be the primary entrants for Specialty Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities.

News content is only eligible in the appropriate News subcategories, except that special programs produced by news departments should be entered in the Long Form Content categories. Non-news content (material that used to be called Programming) must be entered in the Short Form and Long Form Content categories.

Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

SPECIALTY CONTENT TIME LIMITS:

For single News and Short Form Content entries, the original video and submission length must not exceed 10 minutes.

For Long Form Content entries, the original video must be longer than 10 minutes. Submission length may not exceed 30 minutes. No more than three (3) excerpts may be used to bring longer content to the 30-minute time limit. Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

Business/Consumer

18. News

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

19. Short and Long Form Content

For excellence in content about business, finance, consumer affairs or economic topics.

Crime

20. News

For excellence in news or journalistic coverage of crime, violations of the law or criminal justice related topics.

Health/Medical

21. News

For excellence in news or journalistic coverage of health or medical related topics.

22. Short Form Content

For excellence in content about of health or medical related topics.

23. Long Form Content

For excellence in content about of health or medical related topics.

Environment/Science

24. News

For excellence in news or journalistic coverage of environmental impact issues, science or related topics.

25. Short Form Content

For excellence in content about environmental impact issues, science or related topics.

26. Long Form Content

For excellence in content about environmental impact issues, science or related topics.

Politics/Government

27. News

For excellence in news or journalistic coverage of political, civil or government related topics.

28. Short Form Content

For excellence in content about political, civil or government related topics.

29. Long Form Content

For excellence in content about political, civil or government related topics.

Arts/Entertainment

30. News

For excellence in news or journalistic coverage of general entertainment, variety or visual and performing arts.

31. Short Form Content

For excellence in content about general entertainment, variety or visual and performing arts.

32. Long Form Content

For excellence in content about general entertainment, variety or visual and performing arts.

Historical/Cultural

33. News

For excellence in news or journalistic coverage about historical or cultural related topics.

34. Short Form Content

For excellence in content about historical or cultural related topics.

35. Long Form Content

For excellence in content about historical or cultural related topics.

Diversity/Equity/Inclusion (NEW!)

36. News

For excellence in news or journalistic coverage focused on topics including racism, discrimination, inequity, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

37. Short Form and Long Form Content

For excellence in content focused on topics including racism, discrimination, inequity, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

SPORTS CONTENT

Producers should be the primary entrants for Sports Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Sports News content is only eligible in the appropriate News subcategories.

For Short Form Content and Sportscast entries, the original video must not exceed 10 minutes.

For Long Form Content and Program entries, the original video must be longer than 10 minutes and submission length may not exceed 30 minutes. No more than three (3) excerpts may be included to bring longer content to the 30-minute entry time limit (exceptions: Sports - One-Time Special and Sporting Event/Game Live Broadcast.) Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

38. Sports Story - News

For excellence in news or journalistic coverage of sports, athletes, coaches and other related topics.

39. Sports Story – Short Form and Long Form Content

For excellence in content about sports, athletes, coaches and other related topics. This category is intended for features, segments and other storytelling vehicles of varying lengths and NOT for traditional 30 or 60-minute programs.

40. Sports Program - Live

For excellence in a sports program or series that is live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast, including but not limited to pregame and postgame shows surrounding live sporting events. Entry may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may not have post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

41. Sports Program – Post-Produced or Edited

For excellence in a daily or weekly sports program or series (non-news). Entry must have, as its basis, special coverage not to be taken from a newscast. Content in these programs is post-produced and heavily edited. Entry may have no post-broadcast edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

42. Sports – One-Time Special

For excellence in a one-time sports-related special program that is not part of a daily or weekly sports program, game or series. Entry may be live, recorded live or post-produced. Entry should have no post edits except for the removal of commercials. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute time limit.

NOTE: Examples might include content surrounding regional coverage of the Kentucky Derby, Boston Marathon, Hockey Day Minnesota or High School Football Championship Preview.

43. Live Sporting Event/Game

For excellence in production (live or recorded live) of a sporting event or game. A composite is required and should 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. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute time limit.

PROGRAMMING CONTENT

Producers should be the primary entrants for Programming Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

Unless otherwise noted, **the time limit for any program or long form content category is 30 minutes.** A maximum of three (3) segments/excerpts is permitted to bring longer programs to the required entry time limit. For program series or long-form series entries, the entry must include excerpts from at least two (2) episodes from the series.

Short Form content must be submitted in its entirety as originally distributed. **The original video and submission length must not exceed 10 minutes.**

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

44. Documentary – Cultural/Historical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition, or situation of cultural and/or historical significance. **Entry Time Limit: 60 minutes.**

45. 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. **Entry Time Limit: 60 minutes.**

46. Public Affairs Program

For excellence in a program or series that focuses on current community, social or political issues that are of general public interest or concern. **Entry Time Limit: 30 minutes.**

47. Interview/Discussion

For excellence in content that consists of interview/discussion material that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera and engaged in discussion. **Entry Time Limit: 30 minutes.**

NOTE: Some visual elements may supplement the interview, but entries for this category are typically live or recorded live and not heavily post-produced.

48. Entertainment

For excellence in content whose purpose is to entertain. Examples include scripted content, music videos, live stage performance. **Entry Time Limit: 30 minutes.**

*NOTE: This is the actual entertainment itself. Content **about** entertainment should be submitted in the Arts/Entertainment category.*

49. Children/Youth/Teens

For excellence in content that is of interest and value to a target audience 19 years of age or younger. **Entry Time Limit: 30 minutes.**

50. Human Interest – Short Form Content

For excellence in content that appeals to the human spirit.

Entry Time Limit: 10 minutes.

CHAPTER NOTE: *This is the non-news equivalent of News Feature.*

Informational/Instructional

For excellence in content whose purpose is to be instructional; to teach formally or informally about a subject.

51. Short Form Content – Entry Time Limit: 10 minutes

52. Long Form Content – Entry Time Limit: 30 minutes.

Branded Content

For excellence in a complete, stand-alone video or video series produced with the intention of connecting or engaging an audience with an organization's brand. The content may tell a story and/or inform in an entertaining, creative, or emotional way. The video includes some visual branding, product placement or overt mention of the organization at the center of the production.

NOTE: Video may not contain a call for commerce. Website URLs or requests to follow social media accounts do not constitute calls for commerce. Program length commercials (infomercials) are not eligible. Content from projects identified as “branded” may not be entered in other content categories.

EXAMPLES:

- Businesses or non-profits that produce content to highlight their own establishments or services
- Hospital or medical stories promoting a particular health care facility or cause such as organ/tissue donation
- Videos in which organizations explore topical issues or put forth chosen experts to offer advice on topics with a focus on the organization's viewpoint or services.
- Travel content produced by or for specific destinations such as “what to do when you're in Las Vegas”
- Local power company vignettes telling the story of the company's evolution in the community
- Police/fire department recruitment videos
- College tour or recruitment videos

53. Short Form Content - Entry Time Limit: 10 minutes

54. Long Form Content - Entry Time Limit: 30 minutes

SPOT ANNOUNCEMENTS

For excellence in promotional, commercial or public service announcements. Entries must be regionally conceived, produced and distributed. 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 2 minutes in length.** If a campaign is entered, a maximum of five (5) spots may be included which are edited together for a single video upload. If a campaign is entered, no spots from that same campaign may be submitted in a single-spot category.

NOTE: One (1) second of black must be inserted between elements of a campaign.

News Promotion

For excellence in announcements that promote news departments within television stations, newspapers or online news reporting entities and/or content produced by those entities. This includes promotion of or teases for specific news stories, breaking news or weather, sports content within newscasts, news specials, news image and on-air news/weather/sports anchors and reporters.

55. Single Spot (Entry Time Limit: 2:00)

NOTE: May include cold opens and in-show teases.

56. Campaign (Entry Time Limit: 10:00; up to five spots, each spot up to 2:00 in length)

Program Promotion

For excellence in announcements that promote content produced outside the news department. This includes spots that promote a broader station/company image as well as regionally produced spots for network, local and/or syndicated programming.

57. Single Spot (Entry Time Limit: 2:00)

58. Campaign (Entry Time Limit: 10:00; up to five spots, each spot up to 2:00 in length)

NOTE: This category is intended for non-news promotional campaigns.

Commercial

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Program length commercials (infomercials) are not eligible.

59. Single Spot (Entry Time Limit: 2:00)

60. Campaign (Entry Time Limit: 10:00; up to five spots, each spot up to 2:00 in length)

61. Public Service Announcement – Single Spot or Campaign

For excellence in announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or non-profit organizations.

(Entry Time Limit: 10:00; up to five spots, each spot up to 2:00 in length)

CRAFT ACHIEVEMENT

For excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft, or a composite of material as originally distributed. While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries in the same craft category. Craft awards are intended for hands-on craft persons, not those who supervise craft persons. **Entry Time Limit: 15 minutes (unless otherwise indicated.)**

NOTE: One (1) second of black must be inserted between elements of a composite.

62. Anchor – News

63. Anchor – Weather

64. Anchor – Sports

65. Sports Play-by-Play/Analyst (individuals or play-by-play/analyst teams)

NOTE: For the News, Weather, Sports Anchor, and Sports Play by Play/Analyst categories only: a segment is an excerpt from a news program (newscast, news special, breaking news, live sporting event/game, etc.) with the material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment may include material from only ONE program: think of this as "five segments equals five changes of clothing" rule. It's allowed, but not required, for the co-anchor's and reporters' video to be edited out of a segment. Anchor entries may include examples of studio anchoring, field anchoring, specials, breaking, etc., but NOT reporter packages (if an anchor also does reporter packages, they must enter those in one of the reporter categories.)

66. Reporter – News Single Shift

This is for news day turns - stories assigned, shot, and edited in a single shift.

67. Reporter – News Specialty Assignment

This is for longer form enterprise stories and news beats such as consumer, health, and politics. No production time limit.

68. Program Host

69. Program Correspondent

70. Live News Producer

Enter a composite **not to exceed 30 minutes**. Material entered in this category may not be entered by the same entrant in any News Content categories.

71. Director

72. Writer – News

73. Writer – Short Form or Long Form Content

Chapter Note: This category is for non-news content.

74. Photographer – News

75. Photographer – Short Form or Long Form Content

Chapter Note: This category is for non-news content.

76. Video Essay

For excellence by a single individual telling a single or multi-part story. The video essay creator is the photographer and editor, weaving together elements captured in the field to tell the story without a reporter, narrator or host. Entry may not be entered in any other craft category.

77. Editor – News

78. Editor – Short Form or Long Form Content

Chapter Note: This category is for non-news content.

79. Graphic Arts

Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible. Graphics Composites may include more than 5 examples of work, for **up to five minutes of entry video**, as long as each example is separated by one second of black and there is no other post-production to the entry.

80. Audio

Video Journalist

For excellence by a cross-discipline individual, serving as photojournalist, editor, talent, and writer; covering a single or multi-part story or topic. Entry may not be entered in any other craft category.

81. Single Shift

82. No Production Time Limit