



## THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES NASHVILLE/MIDSOUTH CHAPTER

### 16<sup>th</sup> ANNUAL MIDSOUTH STUDENT [RODUCTIONAWARDS

**Eligibility Period: February 8, 2017 to February 7, 2018**  
**Entry Deadline: March 10, 2018**

The Midsouth Student Production Award encourages the pursuit of excellence in video production and focuses public attention on outstanding achievements produced by high school students.

. Each of the winning schools receives a pillar with the academy logo engraved on it. The students receive individual certificates from The Nashville/Midsouth Chapter of The National Academy of Television Arts & Sciences.

The regional winners will automatically advance to a national competition.

To submit an entry, sign up for a user account at

[http://natasstudentawards.org/entry\\_login.php?c=18&a=0](http://natasstudentawards.org/entry_login.php?c=18&a=0)

using your e-mail address and a password you create. Submitters and entrants do not have to be members of the academy. Entries are to be submitted by teachers/advisors, and approved by them.

Please note the "I Am Not a Robot" item when you sign in. This step protects the process.

### **RULES AND ELIGIBILITY**

All entries must have been originally produced within the Midsouth Region (States of North Carolina [except Asheville] and Tennessee, and northern Alabama) in the period of time from February 8, 2017 to February 7, 2018

Students listed on the entry form must have been enrolled in an accredited high school within the chapter boundaries at the time of production and completion of his/her piece within the eligibility period.

Faculty involvement in the production can only be advisory.

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. Entries must be submitted as they were 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.
- As the producing organization, a high school or after school program at public access facilities, or community arts center may enter work produced by its enrolled students

thereby verifying the submission as the student's own. An entry must be approved by the school or school-related program where the work was produced.

- There is no limit to the numbers of entries that a school or after school program may submit in each category.
- A project may be entered in both a programming (categories 1-9 plus 16) and craft (categories 10-15) category. For example, an entry may be eligible for entry in both Writing and Long Form because the specific work performed by the entrant is different.
- Winners will be announced at a ceremony on April 19, 2018, at the John Seigenthaler Center on the Vanderbilt University campus. Nominees are the only persons who can accept the award.
- The Award (an engraved glass pillar) will be presented to the sponsoring high school, after school program, or producing organization. The students involved in the production of the entry will receive certificates. Following the distribution of the awards, duplicate awards (glass pillars) with individual student names will be available for purchase. Nominees may purchase curved glass pieces with their names engraved.
- 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.
- Schools and student award recipients may refer to the fact that they are recipients or nominees of a Midsouth Student Production Award, but may not use the EMMY® Award name or replica of the EMMY® statuette in any form of advertising or promotion.
- The Nashville/Midsouth Chapter of The National Academy of Television Arts & Sciences assumes no responsibility for the errors or omissions made by entrants or individuals in the submission of entries pursuant to this notice. Entrants are required to read these rules and follow the instructions carefully. The Midsouth Chapter assumes no responsibility for the accuracy of information contained in a submission. Entrants are solely responsible for submitting correct information pertaining to the submission.
- The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry. The Nashville/Midsouth Chapter of The National Academy of Television Arts & Sciences 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.
- All submitting entities and/or individuals are advised to review submissions with respect to correct name, credits and other information.
- The Nashville/Midsouth Chapter shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition. Pornographic, violent, defamatory or offensive material and/or language is not accepted. The ruling of the Chapter is final and absolute.
- Submission of the entry to the Midsouth Student Television Awards constitutes permission for the Nashville/Midsouth Chapter of The National Academy of Television Arts & Sciences to telecast, screen, or webcast the entry, or portions of the entry.
- 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.

- 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.
- The decision of the NATAS judging panels is final.

## CATEGORIES

### 1. **Newscast**

For outstanding achievement in a regularly scheduled presentation of timely news, information and current events. Entries may run no more than 30 minutes. Entries may contain spot news, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. News entries will be judged on the basis of editorial content and pictorial coverage which demonstrate awareness of broadcast journalistic standards, including accuracy and fairness.

### 2. **News Story**

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may run no more than 10 minutes. 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. News entries will be judged on the basis of editorial content and pictorial coverage which demonstrate 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 pieces demonstrating reporting and field production.

### 3. **Arts & Entertainment, Cultural Affairs**

For excellence in coverage of general entertainment, variety or visual and performing arts. Entries may run no more than 10 minutes, or a compilation of the work consisting of no more than 3 unedited pieces totaling 15 minutes in running time. Subject matter can include (but is not limited to) popular trends, lifestyles, fashion, performing arts, music, fine arts, literature and historical retrospectives. Concept, content 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.

### 4. **Music Video**

This category honors student-produced music videos, whether they are replications of professional music videos or present original material. Judges will look for creativity and execution. Time limit 5 minutes.

### 5. **Fiction**

For outstanding achievement in the treatment of a single subject. Entries may run no more than 10 minutes. If the original presentation ran more than 10 minutes, entrants are permitted to submit two 5 minute segments that best exemplify the total work.

Documentaries should be entered in Non-Fiction, and dramatic or comedic films in Fiction. Concept, content 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.

**6. Non-Fiction**

For outstanding achievement in the 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: Up to 10 minutes.

**7. Sports**

For outstanding achievement in a regularly scheduled or special presentation of sports events, sports news or information. Entries may run no more than 10 minutes, or a compilation of the work in this category consisting of no more than 3 pieces may total a maximum of 15 minutes in running time. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

**8. Public Service Announcement (PSA)**

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

**9. Public Affairs/Community Service**

For outstanding achievement in content with current social, civic, or other issue-oriented subject matter. Advocacy of a point-of-view is encouraged. Pieces may run no more than 10 minutes, or a compilation of the work in this category consisting of no more than 3 pieces may total a maximum of 15 minutes in running time. Entries will be judged on the basis of concept, content and execution which demonstrate awareness of broadcast journalistic standards, including accuracy and fairness.

**Craft Achievement - Awards are given for excellence in specific television disciplines demonstrating the skills of one or more individuals. Submit a single example of the craft or a composite of material as originally produced. Entries may run no more than 10 minutes, or a compilation of several examples of the specific craft achievement within the eligibility period, not to exceed 15 minutes. For outstanding achievement in the technical aspects of an entry.**

**10. 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.**

**11. Director** - For outstanding achievement in directing 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.**

- 12. Editor** - For outstanding achievement in 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.**
- 13. Photographer** - For outstanding achievement in photography 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.**
- 14. 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.
- 15. 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.

AND A NEW CATEGORY:

**16. COMMERCIAL** - For outstanding achievement in commercial production advertising a product, business or service that is conceived, written, created and produced for a class/school project. **Spots may be 5-seconds to 5-minutes in length.**

**ENTRY FORMAT:**

Complete your entry form at

[http://natasstudentawards.org/entry\\_login.php?c=18&a=0](http://natasstudentawards.org/entry_login.php?c=18&a=0)

Then upload your video at

[http://natasstudentawards.org/video\\_upload.php?c=18](http://natasstudentawards.org/video_upload.php?c=18)

You will need your entry number to complete this step.

There are many different video containers, codecs and formats out there. These add up to literally thousands of different combinations. While we do our best to support as many formats as possible, we simply cannot ensure that any uploaded video will work.

**ALL ENTRIES WILL BE ARCHIVED BY THE CHAPTER.**

**PAYMENTS:** Pnce you get to the final page of the entry form, an invoice will be created. Payments made online through NATAS Student Awards Express are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail.

Otherwise, please make checks payable to: NATAS NASHVILLE

and send to

MIDSOUTH STUDENT AWARDS

4505 Harding Pike, #144

Nashville, TN 37205

**BEFORE you can upload your Entry Video, you must do the following:**

**SUBMIT** your entry (the “paperwork” part) using Student Express:

[http://natasstudentawards.org/entry\\_login.php?c=18&a=0](http://natasstudentawards.org/entry_login.php?c=18&a=0)

## **UPLOADING YOUR VIDEO:**

Read Below or watch the instructional video at

<http://www.youtube.com/watch?v=3MntMvYNYhQ>

## **PREPARE YOUR VIDEO FOR UPLOADING:**

*Entrants are responsible for the technical quality of their videos.*

[Click Here](#) for a good article on preparing videos for upload.

- **PREFERRED FILE FORMAT: MP4 using H.264 video codec and AAC audio codec.** For best quality, encode your video at its original size.
  - 1920x1080p or 1280x720p is recommended
  - Your video should be **at least** 720x480
- **Do NOT letterbox your video**
- **Supported File Formats**
  - The system supports nearly any format for uploading including:MP4, WMV, MOV\*, 3GP, AVI, FLV
  - \*Some MOV files contain additional features like edit lists that often result in audio-video sync issues.

**Once you have submitted your entry and prepared the video for upload, you can upload your video to [http://natasstudentawards.org/video\\_upload.php?c=18](http://natasstudentawards.org/video_upload.php?c=18)**

**IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE. DO NOT REFRESH THE PAGE OR CLICK THE “BACK” BUTTON ON YOUR BROWSER.**

**\*IMPORTANT: Your video is NOT available to the judges until you approve it!**

## **LINKS TO ASSIST WITH PROBLEM SOLVING:**

- Display Cookies - [http://natasstudentawards.org/display\\_cookies.php](http://natasstudentawards.org/display_cookies.php)
- Clear Cookies and Session - [http://natasstudentawards.org/clear\\_cookies.php](http://natasstudentawards.org/clear_cookies.php)
- Clear Video Cookies and Session - [http://natasstudentawards.org/clear\\_cookies\\_video.php](http://natasstudentawards.org/clear_cookies_video.php)

You will receive an email confirmation once you have completed the upload and approved your video. Your entry is now ready to be judged.

Thank you for submitting your entry for consideration in the Nashville/Midsouth Chapter's Regional Student Production Awards. Good luck!

Please send any questions to [emmynash@aol.com](mailto:emmynash@aol.com)