

## **PROGRAMMING CATEGORIES:**

Program entries may be entered in only one programming category. In programming categories, an entry is defined as a single program or segment or, in the case of news, one story or a series of stories directly related to each other. 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. 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 any entry designated as a series, a minimum of two reports must be included. A maximum of 3 segments/lifts is permitted to bring longer programs to the required time limit. For non-news program entries, the entry may only contain content from one episode of the series, not multiple installments.

### **1. News Excellence**

Awarded to the News Director for excellence in the overall news operation during the eligibility period - July 1, 2017 through June 30, 2018. Entry should present as many different examples as possible, including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/commentaries, etc. Entry should emphasize the quality, breadth and efficacy of a news operation, stressing substance rather than style, and exhibit the news department's performance in sustaining excellence throughout the year. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages or music may be added. Entry should include a written synopsis. (Note: This category is exempt from "double-dipping" rules.) Time Limit: 60 minutes.

### **2. Newscast/Evening**

For excellence in an evening 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., which aired between July 1, 2017, and June 30, 2018. Time Limit: 60 Minutes

### **3. Newscast/Morning**

For excellence in a morning 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., which aired between July 1, 2017 and June 30, 2018. Time limit: 60 minutes.

### **4. Newscast/Weekend**

For excellence in a weekend 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., which aired between July 1, 2017, and June 30, 2018. Time Limit: 60 Minutes

### **5. Spot News**

For excellence in coverage of a single, unanticipated news event that is shot, edited, produced and aired within 24 hours. 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: 15 continuous minutes of one news story

**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 – Spot News.**

### **6. Breaking News**

For excellence in coverage of a single unanticipated news event. Entry may include multiple live or taped elements and online content. Time limit: 15 minutes.

**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 – Spot News.**

#### **7. General Assignment Report - Within 24 Hours**

For excellence in coverage of a single story or topic which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements and online content. Time limit: 10 minutes.

#### **8. General Assignment Report - No Time Limit**

For excellence in coverage of a single story or topic 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 that would not be considered a Feature or Special Report (to be entered elsewhere). Time limit: 10 minutes

#### **9. Continuing Coverage -Within 24 Hours**

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. All reports included are from one news story and all aired within a 24-hour period. Time Limit: 30 Minutes

#### **10. Continuing Coverage - No Time Limit**

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. At least three segments should be entered to show the overall coverage of one news story over a longer period of time. Time limit: 30 minutes

#### **11. Serious Feature News Report**

#### **12. Serious Feature News Series**

#### **13. Light Feature News Report**

#### **14. Light Feature News Series**

For excellence in reporting of a single or multi-part feature news story or topic. Report time limit 10 minutes. Series time limit: 15 minutes

#### **15. Investigative Report – Single Story**

#### **16. Investigative Report - Series**

For excellence in reporting of a 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. Written documentation is required (100-word limit). Story time limit: 10 minutes. Series time limit: 30 minutes.

**Regional recipients, at their discretion, are eligible to compete for a crystal pillar in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.**

#### **17. Business/Consumer Report**

For excellence in coverage of business, finance, consumer affairs, or economic topics. Story Time limit: 10 minutes. Series time limit: 15 minutes.

#### **18. Specialty Assignment Report**

For excellence in coverage of special interest information that consists of on-going segments involving specialized reporting expertise (i.e., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.). Story Time limit: 10 minutes. Series time limit: 15 minutes.

#### **19. Journalistic Enterprise**

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a

maximum of 5 different stories. The airdate and length of each story must be submitted with the entry. (Note: This category is exempt from “double-dipping” rules.) Time limit: 30 minutes.

#### **20. 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 current topic. Time limit 60 minutes

#### **21. Sportscast**

For excellence in coverage of sports in general, sports related topics or subject matter. Time limit 10 minutes.

(Note: Weekly sports news round-up show segments should be entered in Category 22.)

#### **22. Sports News Feature**

For excellence in coverage of sports in general, sports related topics or sports news program. Time limit 10 minutes

#### **23. Sports Feature/Segment**

For excellence in a feature or segment on a sports topic (non-news). Time Limit 10 minutes

#### **24. Sports Event/Game**

For excellence in production of a single program or series, live or recorded live sports event or game. No post edits. A composite (from one episode or game) 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.

#### **25. Weather**

For excellence in coverage of weather in general, weather related topics or subject matter. Weathercast or Story time limit: 10 minutes. Program or Special time limit: 30 minutes.

#### **26. Documentary – Cultural**

For excellence in the creation of a formal, structured presentation of in-depth coverage of a substantive topic in the areas of the arts, sciences, or the humanities, during a single program. Time limit 60 minutes.

#### **27. Documentary – Topical**

For excellence in the creation of a formal, structured presentation of in-depth coverage of a substantive topic in the areas of current issues, topical events, or subject matter which includes social and political issues of the day, during a single program. Time limit 60 minutes.

#### **28. Documentary - Historical**

For excellence in the creation of a formal, structured presentation of in-depth coverage of a substantive historical topic during a single program. Time limit 60 minutes.

#### **29. Historic/Cultural Program Feature/Segment**

For excellence in a feature or segment from a program or special that covers historical, cultural and/or ethnic issues or topics. Time Limit: 10 minutes

#### **30. Arts**

For excellence in a segment, program or special on visual or performing arts. Enter segment, complete program or series compilation. Time Limit 30 minutes

#### **31. Entertainment**

For excellence in a segment, program or special on general entertainment. Enter segment, complete program or series compilation. Time Limit 30 minutes.

### **32. Magazine Segment**

For excellence in a feature or segment from a program or special consisting of a story of regional interest designed to entertain and inform. Time limit: 10 minutes

### **33. Magazine Program/Special**

For excellence in a program or special consisting of various stories of local interest designed to entertain and inform. Enter complete program. Time limit 30 minutes.

### **34. Public Affairs**

For excellence in a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues. Time Limit: 30 minutes.

### **35. Community Service**

Awarded to the person most responsible 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 written synopsis. (Note: This category is exempt from “double-dipping” rules.) Entry length shall not exceed 60 minutes.

### **36. Informational/Instructional Program/Special**

#### **37. Informational/Instructional Series**

For excellence in presentation of stories from a program or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Enter complete program or series compilation. Time limit: 30 minutes.

#### **38. Technology**

For excellence in coverage of technology industry stories and related subject matter. Time Limit: 10 minutes. Series Time Limit: 15 minutes

### **39. 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 75% live material, with no post edits. Time limit 30 minutes.

### **40. Lifestyle Program Feature/Segment**

For excellence in a feature or segment from a program or special that deals with everyday life subjects; such as, food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. Time Limit: 10 minutes.

### **41. Interactivity**

For excellence in a program demonstrating cutting-edge innovation by actively engaging audience participation over multiple media platforms. (Note: This category is not exempt from “double-dipping” rules.) Time Limit: 30 minutes.

## **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 or 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. Spots may be 5-seconds to 5 minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included which are edited together for a single video upload.

**42. Community/Public Service (PSA) Spot**

**43. Community/Public Service (PSA) Campaign**

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

**44. Promo Spot/News – Same Day**

**45. Promo Spot /News – Single Spot**

**46. Promo Spot/News - Image**

For excellence in announcements that promote a news image, a specific story, stories or series, including weather and/or franchise stories.

**47. Promo Spot//Program (Non-News)**

**48. Promo Spot/Program Image (Non-News)**

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

**49. Promo Spot/Sports**

**50. Promo Campaign**

**51. Commercial Spot**

**52. Commercial Campaign**

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Spots may be between: 05 and 5:00 in length. Program length commercials (infomercials) are not eligible.

**53. Interstitial**

For excellence in non-commercial “filler” programming between two programs, where commercials are not permitted; such as city, county, state and public broadcasting stations. Time limit: A minimum of 2 minutes up to 10 minutes.

**CRAFTS ACHIEVEMENT**

One award, more than one award, or no award is given 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 transmitted. 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. Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons. Time limit: 15 minutes.

**54. Animation**

**55. Audio**

**56. Director/News (PL Track Is Preferred)**

**57. Director/Programs (Non-News - PL Track Is Preferred)**

**58. Director/Short Form (PSA/Promo/Commercial)**

**59. Editor/News**

**60. Editor/Programs (Non-News)**

**61. Editor/Short Form (PSA/Promo/Commercial)**

**62. Graphic Arts**

(Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible.)

**63. Lighting**

**64. Music Composer-Arranger**

**65. Photographer/News**

**66. Photographer/Program (Non-News)**

**67. Photographer/Short Form (PSA/Promo/Commercial)**

**68. Set Design**

**69. Technical Achievement**

Technical Achievement recognizes excellence in technical engineering and might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is so unique and noteworthy as to warrant special honor and recognition. Entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. Time Limit 30 minutes

**70. Video Journalist**

For excellence by a cross-discipline individual serving also 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.

**71. Video Essay (Single Camera Only)**

For excellence 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

**72. Writer/News**

**73. Writer/Programs (Non-News)**

**74. Writer/Short Form (PSA/Promo/Commercial)**