



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

***35th ANNUAL MIDSOUTH REGIONAL***

***EMMY<sup>®</sup> AWARDS***

***CALL FOR ENTRIES***

## **HOW TO ENTER THE 36th MIDSOUTH REGIONAL EMMY® AWARDS**

EMMY® EXPRESS is an online system, providing everything you need to enter.

The entry forms, upload instructions for online judging, payment forms, and membership forms are all available on the site.

Credit card payments are processed through the secure site Authorize.net, and a receipt is automatically sent to you.

To enter, **please go to**[http://emmyexpress.com/entry\\_login.php?c=18&a=0](http://emmyexpress.com/entry_login.php?c=18&a=0)

You will need your entry number when you upload your video..

Then **upload** your entry video at[http://emmyexpress.com/video\\_upload.php?c=18](http://emmyexpress.com/video_upload.php?c=18)

The process is not complete until you approve the video.

Eligibility Period July 1, 2020 to June 30, 2021; Deadline to enter September 10, 2021

### **36 CALL FOR ENTRIES FULL TEXT**

<https://emmyexpress.com/files/2021/07/36-Call-for-entries.pdf>

### **36 READ THE RULES**

<https://emmyexpress.com/files/2021/07/36-Rules.pdf>

### **36 CATEGORY LIST WITH DESCRIPTIONS**

<https://emmyexpress.com/files/2021/07/36-Category-List-with-Descriptions.pdf>

### **NEW MEMBER APPLICATION FORM**

[https://emmyexpress.com/membership\\_application.php?c=18](https://emmyexpress.com/membership_application.php?c=18)

### **MEMBERS RENEWAL OR PROFILE UPDATE**

[https://emmyexpress.com/membership\\_login.php?c=18](https://emmyexpress.com/membership_login.php?c=18)

### **CREATE GUEST USER ACCOUNT**

[https://emmyexpress.com/membership\\_application/#/18/NATAS Nashville Midsouth?type=2](https://emmyexpress.com/membership_application/#/18/NATAS_Nashville_Midsouth?type=2)

Please sendE an e-mail to [emmyexpress@aol.com](mailto:emmyexpress@aol.com) if you have any problems.

## **MIDSOUTH REGION REQUIREMENTS**

**THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES  
NASHVILLE/MIDSOUTH REGION**

**34th Annual Midsouth Regional Emmy® Awards CALL FOR ENTRIES**

## **NATIONAL ACADEMY RULES**

**PURPOSE:** To recognize outstanding achievements in television and allied media by conferring annual 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 for those working in the television and media

industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and online.

**SUBMISSION ELIGIBILITY:** To be eligible, original entries must have been transmitted to the general public by a television station, a cable company, satellite, the Internet or other digital delivery medium. Digital is defined as multimedia projects that combine various forms of traditional media with social media and interactivity, as well as linear programming delivered online (over the Internet, via various mobile platforms). Eligibility is limited to digital and telecast/cablecast programming that was Materials provided by a news service, cooperative news association or similar source must be treated as previously produced material, unless it was originally intended for first release in the regional awards eligibility area to which it was submitted with on-site supervision by the entrant.

originally made available to a regional or local audience during the Chapter's eligibility year.

Re-purposed material is not eligible unless it is determined to have been given a new and unique treatment.

**Broadcast entries** must have been intended to be of 'primary interest' to a regional or local audience, within for the Chapter's designated awards area, and must have had their first transmission in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (*see exceptions*).

**Broadband entries** must have been intended for consumption and be 'of primary interest' to a regional audience, within the Chapter's designated awards area. It is advised that broadband content intended for a wider audience (a national audience) be submitted for consideration in The National Academy of Television Arts & Sciences' national awards.

**Cablecast entries** are deemed available *for an entire market* if the cable channel on which they appear is generally available to that market, regardless of the actual number of subscribers the cable channel may have in the market.

However, entries which are specifically designed for a regional or local audience may be accepted for regional judging, even if the retransmitting of the station's signal by cable systems make it available to more than 50% of the American television households. This may include regional newscasts or programs dealing with issues specifically related to the local community.

For entries/programs that have been syndicated and aired in regional markets, the entrant(s) must provide a "carriage/distribution summary." The summary must indicate all markets that carried the show, how many runs it had and the percentage of coverage.

EXCEPTIONS TO THE 50% RULE:

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. Entries are eligible for regional competition if the treatment was of a local community issue, with the content primarily intended for distribution in the Chapter's designated awards area. Works accepted for regional judging under this exception may not be submitted for national consideration.
3. A documentary film that has a limited theatrical release at film festivals (showing on 600 or fewer screens in the U.S. over a one year period) before telecast or being made available online is eligible provided the program content is of primary interest to the regional or local audience.

4. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
5. Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc,) may compete in both regional and national awards competitions under prevailing rules.

**CONTENT ELIGIBILITY:** The interpretation of the Awards Committee is final and absolute. Entries must be submitted as originally shown. There may not be any post-broadcast changes except as noted in the category descriptions.

**The following programming is not eligible:**

1. Pornographic, violent, defamatory or offensive material. ~~is not accepted.~~
2. Previously aired programs, series or related crafts which aired and met eligibility requirements during a previous award year or another Emmy® competition. Program length commercials (infomercials).
3. Closed circuit programs (from hotels, hospitals, movie theatres, arenas, stadiums and other venue specific locations) with special, targeted audiences.
4. Content from telethons, pledge breaks and/or programs with a unique call to action aired for the purposes of raising money for political parties, charities or other related causes.
5. Motion picture premiered programs that appeared in general release to the public in theatres.
6. Compilation reels, "clip shows" or "best of..." programs that were edited from original content.
7. Any acquired foreign productions not originated in the United States.

**ENTRY PLACEMENT:** When a program's content may allow for a choice of category placement, the producer has the discretion to enter the program and its individual craft achievements in the most appropriate category where it is eligible. However, certain rules must also be considered and followed.

**No entry may be submitted to more than one Chapter's awards. The "first airing" of the entry is the primary determination of eligibility.**

**Different episodes from the same program or series can only be entered in one Chapter's awards.**

**Entrants are not allowed to separate program content from individual craft achievement and submit in multiple Chapters.**

**Attempts to adjust show titles, airdates and/or descriptions of programs in order to submit to multiple Chapters, regardless of the circumstances, is prohibited.**

**Ineligible entries may be disqualified during any phase of the competition.**

**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 that, in the opinion of the Chapter Awards Committee, results in a new, original program. Entrants must identify all non-original or sponsored material, including its location in the program. Re-purposed material is not eligible.

**ENTRY QUOTA:** In order to sustain a high level of award excellence, Chapters must continue to self-regulate their entries, making sure only the appropriate individuals are recognized. To maintain this consistency, there is a maximum quota of 12 eligible names allowed on each entry. Any name(s) added beyond this number will require written authorization from the primary responsible entrant detailing the additional job title and responsibility. Chapters would then have the option of accepting these additional entrants or not.

**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, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's 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 competitions may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion for their recognition.

**COMPOSITE / FIVE LIFT RULE:** Except where noted, a composite is defined as a sampling of a minimum of two representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. **Demo reels or montages are not allowed.** One to two seconds of black between cuts, with no audio or slates must be added to separate segments within the composite. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift. For program entries, composite may only contain content from one episode of the series, not multiple installments.

**DOUBLE-DIPPING:** No single entry may be submitted in its entirety in more than one programming category. Exceptions are given for content that was part of a full newscast, or included as an excerpt in the "Overall Excellence," "News Excellence," "Community Service," and "Journalistic Enterprise" categories. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category.

If you enter a full program or episode from a series in a programming category, you cannot also enter a segment from the same show in another program category.

Content produced as both a multi-part series and a full-length program may be entered only once, regardless of the amount of new material added.

A single or multi episode full-length program, or a multi-part news series, all on the same subject, may only be entered in only one programming category. If the subject matter varies, different episodes from the same overall program series can be entered in other program categories as appropriate based on content. This exception rule does not apply to individual stories from news series.

An individual can only be recognized once for the same job function, utilizing the same program content.

Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter as a producer in a program category, they may enter the same content again in their respective craft category.

**LANGUAGE OTHER THAN ENGLISH:** Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges in a separate contest from English language. The **scores** produced by these two panels are **not** combined; instead the scores are interpreted **separately** for final “cut-off” evaluation.

Programs in languages other than English or Spanish may also be entered; however judging of these entries in their native language is subject to the availability of qualified, peer judges who speak the language of the entry. Therefore, NATAS requires that these entrants submit their entries with English subtitles or with English on a second audio channel.

**WHO CAN ENTER:** Membership in The National Academy of Television Arts & Sciences is not required to enter the Emmy® Awards. Management, producers, designated award directors or individual craft entrants, whether they are a NATAS member or not, may submit entries on behalf of their program, talent or craft. If submitting on behalf of another individual (s), you must fully confirm that the parties contained in the submission have complete knowledge of all eligibility rules, and have viewed and given consent to the content submitted on their behalf.

**JUDGING PROCEDURE:** Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels should be comprised of no fewer than 7 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. 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. Group ownership, by itself, does not necessarily create a conflict of interest.

**NON-COMPETITIVE JUDGING:** Entries are judged against a standard of excellence on their own merit and do not compete against each other. Program submissions are scored using a 1-10 scale each for Content, Creativity and Execution. Talent and Crafts are evaluated using a 1-10 scale each for Creativity and Execution. 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.

**JUDGING REQUIREMENT:** The success of the Emmy® Awards process depends on the willingness of qualified professionals to serve as judges. Peers in other NATAS Chapters are serving this Chapter's entrants. This Chapter will judge other Chapter's entries. By entering, you agree to serve as a judge when asked.

All entries sent to judges for screening are deemed to be eligible by the Chapter whose work is being judged. For that reason, judges are required to score each entry regardless if they feel it has been placed in the wrong category or might have technical problems. Forms are available online should judges wish to challenge any entry. On challenge entries, judges are asked to score without bias, even if they believe an entry is not in an appropriate category.

**DISCLOSURE OF JUDGING RESULTS:** In order to maintain fair, consistent peer judging without influence, judges must not disclose to others or in writing, including any social media references, as to how they have voted during an on-going, active judging session. If they ignore or abuse this privilege, their ballot will be disqualified and/or their judging status eliminated.

**INTENTIONAL FALSIFICATION:** The entrant warrants that he/she/they are the party(ies) most responsible for the award-worthiness of the entry. 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.

**COPYRIGHT:** Each entrant agrees that any form of analog and/or digital recording, whether it be film, tape recording, screenshot or supplemental printed material that is furnished to NATAS in connection with an entry may be retained by the National Academy for file, reference and archival purposes and may be viewed partially or in its entirety for judging purposes. All of, or portions of, said content may be used on or in connection with the awards ceremony, any broadcast/telecast and other exhibition, including internet; as well as with promotional announcements or activities for any of the foregoing. If required, the entrant is further responsible for approval and clearances to the appropriate parties for any use of this copyright content.

**WHO RECEIVES THE AWARD?** Producers, craft persons and other eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. To be eligible, each entrant must have significant, creative involvement in the actual production. Pre and post production involvement, including proposal/grant writing, research, fundraising, producing partnerships, etc., though necessary and of major importance is not substantial enough to be considered. They must verify in writing their "hands on" involvement in order to be listed on the entry.

Once a Chapter's award nominations are announced, there is a 10 calendar day only grace period in which names, under extreme, special circumstances, can be added to a nominated entry. These requests

must be authorized in writing to the Chapter from one of the original entry nominees requesting this addition and detailing why this request should be granted. The Chapter's Awards Committee will make the final decision and ruling.

**Further, once the Emmy® awards ceremony has concluded, NO individual names can be added to an awarded entry as an additional recipient, under any circumstances.**

Others who work on a nominated or recognized entry may order production certificates or plaques. Individuals who did not receive a statuette, but were eligible for production certificates and/or plaques are not considered Emmy® recipients.

**CRAFTS ACHIEVEMENT:** In the Crafts Achievement Awards, those who actually perform a specific discipline receive the Emmy® statuette. Supervising or directing the work of others does not qualify for Crafts Achievement Awards, except for achievements in directing categories.

**AWARD RECIPIENTS:** Emmy® Awards are presented to individuals, not to their employers. It is the individual entrant's achievement that is being judged and recognized even if an employer pays entry fees.

**COMMEMORATIVE STATUETTES:** As a courtesy, stations, studios and production companies may order a commemorative statuette for public display at their place of business (up to a maximum of three per awarded entry). The statuette is engraved the same as the actual Emmy® Award, with the word "commemorative" added. Neither the organization's name nor any other special wording may be engraved in place of where the individual's name and position would usually appear. Commemorative Emmy® statuettes cannot be ordered for individuals.

**PROMOTION:** All publicity, advertising or any written reference undertaken by nominees and award recipients to the Emmy® Awards, must clearly state that the awarded achievement is for a Regional Emmy® Award. The word "Regional" **must** appear in these instances. The recipient of a nomination or an Emmy® Award may refer in advertising and publicity to the fact that they have been honored **only for one year** after the recognition was bestowed. They may use a replica of the Emmy® statuette in such advertising. Individuals who significantly contributed to the production or craft but were not honored with a statuette cannot specifically advertise they are an Emmy® award recipient. They can only state they worked on the recognized program.

#### **RULES FOR THE PROTECTION OF THE EMMY® STATUETTE:**

The Emmy® statue is the property of and all rights are reserved by The National Academy of Television Arts & Sciences (NATAS) and the Academy of Television Arts & Sciences (Television Academy). The Emmy® statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the National Academy, it being understood that possession of the same is solely for the benefit of the recipient and the recipient's heirs or successors in interest. If a recipient or the recipient's heir or successor in interest proposes to sell, loan, donate or otherwise dispose of the Emmy® statuette, such



persons shall be obligated to return the statuette to The National Academy of Television Arts & Sciences which will retain the same in storage in memory of the recipient.

A ® registration mark and the appropriate copyright notice: © NATAS/Television Academy must accompany any portrayal of the Emmy® statuette or moniker.

### **NASHVILLE/MIDSOUTH REGION**

**DESIGNATED AWARDS AREA:** The Midsouth Region encompasses the States of North Carolina (except Asheville) and Tennessee and northern Alabama. Individual markets are Charlotte, NC, Chattanooga, TN, Decatur, AL, Durham, NC, Fayetteville, NC, Florence, AL, Greensboro, NC, Greenville, NC, High Point, NC, Huntsville, AL, Jackson, TN, Knoxville, TN, Memphis, TN, Nashville, TN, New Bern, NC, Raleigh, NC, Tri-Cities, TN-VA, Washington, NC, Wilmington, NC, Winston-Salem, NC.

**ELIGIBILITY PERIOD:** Entries must have had their first broadcast, cablecast or webcast in the Midsouth Region during the eligibility period **July 1, 2030 through June 30, 20201**

#### **SUBMISSION OF ENTRIES:**

- All entries must be submitted as originally shown without any post-telecast production changes in an effort to enhance the award worthiness of an entry. Montages or demo reels are not permitted.
- For long-form programs such as sporting events or concerts, a maximum of three edits is permitted to bring longer program entries to the stated entry time. There can be no internal editing of an entry. However, original segments may be assembled to meet entry time restrictions.
- Entrants may be required to provide documentation, including proof of performance affidavits or verified production credits, if deemed necessary by the Awards Committee.
- Submission of an entry constitutes permission for the Nashville/Midsouth Chapter of NATAS to telecast, webcast, videostream or screen the entry, or portions of the entry, as part of the Emmy® Awards promotion, program and archives.
- Each entrant agrees that any film, tape recording, screenshot or Supplemental printed material that is furnished to the National Academy in connection with an entry may be retained by the National Academy for file, reference and archival purposes and may be viewed partially or in its entirety for judging purposes and within the presentation, broadcast, live webcast and/or archived videostreaming. All of or portion (i.e. "clips") from any such film, tape recording, screenshot or supplemental printed material may be used on or in connection with any internet exhibition of such films, tape recordings, screenshots or clips from the same and/or supplemental printed material and use in connection with promotional announcements or other promotional activities for any of the foregoing; use of such films, tape recordings, screenshots or clips from the same and/or supplemental printed material shall be subject to the clearance of any parties other than the entrant that may be required.
- Entries may be submitted by the management of a television station, franchised cable system, or company directly responsible for the production of an entry, or any individual directly responsible for the production of an entry or individual craft achievement.
- The National Academy retains all rights to any telecast, webcast, videostreaming, videotape recording, audio tape recording or photographs of the Emmy® Awards presentation. Any use of

the material without written permission is strictly prohibited. Clips from the Emmy® Awards ceremony, however, may be used in newscasts without written permission.

- Scores from the ballots are tabulated by the chapter's Certified Public Accountants, Vaden Group.
- Nominees and award recipients will be selected based on the scores provided by the accounting firm without reference to the individual entries.

#### **CERTIFICATES & AWARDS:**

- Nomination Certificates will be awarded to all nominees, following verification by the Awards Committee and nomination announcements in December 2020.
- Awards will be announced in late February 2021.
- An Emmy® Statuette will be presented to each qualified nominee listed on an award-winning entry.
- Individuals may not purchase commemorative statuettes. Stations or companies may order commemorative statuettes following the Awards Ceremony according to the Award Ownership rules above.
- Nomination Plaques or Crystals may be ordered by all nominees.
- Winner Plaques, Crystals and Production Certificates to honor individuals who provided significant contributions to a winning entry are also available following the Awards Ceremony.

#### **ENTRY FORMAT**

- After completing your entry form at [http://emmyexpress.com/entry\\_login.php?c=18&a=0](http://emmyexpress.com/entry_login.php?c=18&a=0)
- Please upload your video at [http://emmyexpress.com/video\\_upload.php?c=18](http://emmyexpress.com/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.
- There is no maximum file size for uploads, but it can be a problem if the file is too large for the speed of your internet connection. The general recommendation for least problems is 500MB. You can upload whatever you have, assuming it can be uploaded without timing out.

**All entries may be archived by the Chapter.**

**ENTER ONLINE** (includes entry form, payment form, and links to membership at [http://emmyexpress.com/entry\\_login.php?c=18&a=0](http://emmyexpress.com/entry_login.php?c=18&a=0)

Then upload your entry to [http://emmyexpress.com/video\\_upload.php?c=18](http://emmyexpress.com/video_upload.php?c=18)\

You will need your entry number which is sent to you after the entry form is completed, for the upload.

#### **ENTRY FEES:**

- If more than one person is listed, a separate entry fee is required for each person with the individual amounts determined by whether or not the individual is a member of NATAS.
- In order to qualify for a member discounted entry fee, the entrant must be a paid-up member of the National Academy in the current Chapter membership year **June 1, 2019 to May 31, 2030**
- Non-members may qualify for member fees by joining NATAS at the same time they enter by using the secure online service (processed through Authorize.net).

**New Member Application Form –**

[http://emmyexpress.com/membership\\_application.php?c=18](http://emmyexpress.com/membership_application.php?c=18)

**Member Renewal and Profile Update –**

[http://emmyexpress.com/membership\\_login.php?c=18](http://emmyexpress.com/membership_login.php?c=18)

- **News and Programming Entries (CATEGORIES 1 - 41):**  
NATAS Members/each entrant \$85.00  
Non-members/each entrant \$185.00
- **Spot Announcements and Interstitials (CATEGORIES 42 – 53)**  
NATAS Members/each entrant \$85.00  
Non-members/each entrant \$185.00
- **Individual Craft Entries (CATEGORIES 54 - 74):**  
NATAS Members/each entrant \$85.00  
Non-members/each entrant \$185.00

**PAYMENTS:** Payments made online through Emmy® Express are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail.

**DEADLINE FOR ENTRIES:** Online entry forms must be completed and entries uploaded no later than **MIDNIGHT, Friday, SEPTEMBER 8, 2020**. **The earlier you upload, the easier it will be to allow time for adjustments and problems. Please make a genuine effort to start early to avoid getting caught in a pipeline jam at the deadline.**

**UPLOADING YOUR VIDEO:**

Read Below or [Watch the Instructional Video](https://www.youtube.com/watch?v=3MntMvYNyhQ) at <https://www.youtube.com/watch?v=3MntMvYNyhQ>

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

**SUBMIT** your entry (the “paperwork” part) using EMMY® Express:  
[http://emmyexpress.com/entry\\_login.php?c=18&a=0](http://emmyexpress.com/entry_login.php?c=18&a=0)

**PREPARE** your video for uploading. There is no maximum file size for uploads, but it can be a problem if the file is too large for the speed of internet connection. The general recommendation for least problems is 500MB. You can upload whatever you have, assuming it can be uploaded without timing out.

[Valid Video Formats](#) and [Video Encoding Guidelines](#) can also be viewed on the EMMY® Express Video Upload page.

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

## **NEWS AND PROGRAM CONTENT**

### **CONTENT RULES FOR THESE CATEGORIES:**

**NEWS CONTENT:** News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities. Producer(s) of the entry should be the primary entrant(s) 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.

**SPECIALTY CONTENT:** Producer(s) of the entry should be the primary entrant(s) for Specialty Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

News content is only eligible in the appropriate News subcategories.

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.

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.

**SPORTS CONTENT:** Producer(s) of the entry should be the primary entrant(s) 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 (exception: Sports Documentary). No more than three (3) excerpts may be included to bring longer content to the 30-minute 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.

**PROGRAM CONTENT:** Producer(s) of the entry should be the primary entrant(s) for Program 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 or long-form series entries, the entry must include excerpts from at least two (2) episodes from the series.

**The eligibility period for all categories is July 1, 2020, through June 30, 2021**

## **01. News Excellence**

Special Recognition Awarded to the News Director for excellence in the overall news operation during the eligibility period. 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. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually aired. 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 one-page, written synopsis.

Entry Time limit: 30 minutes.

*NOTE: This category is exempt from double-dipping rules*

## **02. Morning Newscast**

News Content - 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 entrant may submit up to 3 excerpts. Entry Time Limit: 30 minutes

## **03. Evening Newscast**

News Content - 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 entrant may submit up to 3 excerpts. Entry Time Limit: 30 minutes

## **04. Weekend Newscast**

News Content - 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 entrant may submit up to 3 excerpts. Entry Time Limit: 30 minutes.

## **05. Breaking or Spot News - Single Report**

News Content - For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry must be one continuous report as originally broadcast or streamed. Entry may include live or taped elements or a combination of both. Entry Time Limit: 15 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.*

## **06. Breaking or Spot News - Multiple Reports**

News Content - For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry should be a composite of at least two (2) reports on the same topic - as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Entry may include live or taped elements and online video content. 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.*

### **07. Daily News Report (single shift)**

News Content - 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.*

Formerly called General Assignment - Within 24 Hrs.

### **08. Hard News Report (no time limit)**

News Content - 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.*

Formerly called General Assignment - No Time Limit

### **09. News Light Feature (Single Report)**

News Content - 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

### **10. News Light Feature (Multiple Reports)**

News Content - Multiple Report entries may include either several reports on the same feature topic, or several reports from an ongoing branded feature news series and must include a minimum of two (2) and no more than five (5) reports. Multiple Report Entry Time Limit: 15 minutes

### **11. News Serious Feature (Single Report)**

News Content - 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.

### **12. News Serious Feature (Multiple Reports)**

News Content - Multiple Report entries may include either several reports on the same feature topic, or several reports from an ongoing branded feature news series and must include a minimum of two (2)

and no more than five (5) reports. Multiple Report Entry Time Limit: 15 minutes.

### **13. Team Coverage**

News Content - 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  
Formerly called Continuing Coverage Within 24 hours.*

### **14. Continuing Coverage**

News Content - 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*

### **15. Investigative - Single Report**

News Content - For excellence in a single report focused on 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, 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. Entry Time limit: 15 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.*

### **16. Investigative - Multiple Reports**

News Content - For excellence in a series of reports 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 and 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.*

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

Specialty Content - For excellence in news or journalistic coverage of or general content about business, finance, consumer affairs or economic topics. Entry Time Limit 30 Minutes

### **18. Journalistic Enterprise**

News Content- 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. Entry Time Limit: 30 minutes.

*NOTE: This category is not exempt from double-dipping rules.*

### **19. News Special**

News Content - 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.

### **20. Special Event Coverage**

Program Content - For excellence in coverage of a one-time-only, anticipated community or entertainment event such as a parade, holiday fireworks or a funeral procession. Entry may include multi-cameras and pre-produced segments that cover the full spectrum of the event..Entry Time Limit: 30 minutes.

### **21. Sportscast**

Sports Content - For excellence in an anchored sports segment from within a newscast. Entry Time limit 10 minutes.

### **22. Sports Story- News Feature**

Sports Content - For excellence in news or journalistic coverage of sports, athletes, coaches and other related topics. Entry Time limit 10 minutes

### **23. Sports Program – Live**

Sports Content - 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. Entry Time Limit 30 minutes

### **24. Sports Program – Post-Produced or Edited**

Sports Content - For excellence in a daily or weekly sports program or sports 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. Entry Time Limit 30 minutes.

### **25. Live Sporting Event/Game**

Sports Content - For excellence in production of a single program or series, (live or recorded live) 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. Series entries must have something that makes it a series (an actual baseball series, playoff series, season series between teams, etc.) Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute entry time limit.

### **26. Weathercast**

Specialty Content - For excellence in an anchored weather segment from within a newscast. Entry Time Limit 10 Minutes



## **27. Weather**

Specialty Content- For excellence in news or journalistic coverage of weather related topics. Entry Time Limit 30 minutes.

## **28. Documentary Cultural**

Program Content - For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of cultural significance. Entry Time limit: 60 minutes.

## **29. Documentary Topical**

Program Content - 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.

## **30. Documentary Historical**

Program Content - For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of historical significance. Entry Time limit: 60 minutes.

## **31. Magazine Program**

Program Content - For excellence in a program or series consisting of various stories of regional interest designed to entertain and inform. Entry Time limit: 30 minutes.

## **32. Public Affairs Program**

Program Content - 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.

## **33. Societal Concerns**

Specialty Content - For excellence in content about current issues of societal concern, community or immediate public interest. Entry Time Limit 30 minutes.

## **34. Lifestyle**

Specialty Content - For excellence in content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. Entry Time Limit 30 Minutes.

## **35. Informational/Instructional**

Program Content - For excellence in content whose purpose is to be instructional; to teach formally or informally about a subject. Entry Time limit 30 minutes.

## **36. Interview/Discussion**

Program Content - 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.

## **37. Arts/Entertainment**

Specialty Content - For excellence in content about general entertainment, variety or visual and performing arts. Entry Time Limit 30 Minutes

### **38. Entertainment**

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

NOTE: Content about entertainment should be submitted in the Arts/Entertainment category.

### **39. Technology**

Specialty Content - For excellence in content about technology industry stories and related topics. Entry Time Limit 30 minutes.

### **40. Branded Content - Short Form Content (up to 10 minutes)**

Program Content - For excellence in a complete, stand-alone, content-based program which tells a story and includes some visual branding, product placement or overt mention of the entity at the center of the production. For example, a medical program produced by/for a hospital. Program 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*

### **41. Interactive Media**

Specialty Content - For excellence in multimedia/trans-media content that stands alone as original regional programming and uses digital platforms, like the web, mobile phones, tablets, smart TVs, etc., to extend or enhance the viewing experience, involvement and engagement beyond a linear television or video experience. Components may include tools, cross-platform environments or activities that unlock content, provide access to information, back-story or user-generated narratives, facilitate individual or collective participants and social collaboration. Content must have originated during the Chapter's eligibility year. Submission to include a video (no promotional, marketing, sales or sizzle reels), that explains and focuses on key features and user experiences, along with the active URL or link to the webpage for judges to view.

**Entry Video Time Limit: 5 minutes.**

*NOTE: This category is not exempt from double-dipping rules.*

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## **SPOT ANNOUNCEMENTS**

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- 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 5seconds 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.

#### **42 Public Service Announcement**

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

#### **43. Public Service Announcement Campaign**

For excellence in a series of up to 5 announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or organizations. Time Limit 10 minutes.

**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.

#### **44. News Promotion - Topical (Single Spot)**

#### **45. News Promotion - Image (Single Spot)**

**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.

#### **46. Program Promotion - Single Spot**

#### **47. Image Promotion - Single Spot**

#### **48. Sports Promotion**

(Intended for promos produced for content that would be entered in the Sports Content section with the exception of Sportscast or Sports Story - News Feature)

#### **49. Promotional Campaign**

#### **50. Commercial - Single Spot**

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.

#### **51. Commercial Campaign**

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## **CRAFT ACHIEVEMENT**

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- 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.)

## **52. Audio**

**53. Director- Newscast** (PL Track is Preferred)

**54. Director - Short Form Content** (under 10 minutes)

**55. Director - Long Form Content** (longer than 10 minutes)

**56. Editor - News**

**57. Editor - Short Form Content** (under 10 minutes)

**58. Editor - Long Form Content** (longer than 10 minutes)

**59. Editor - Spot Announcement**

## **60. 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.

## **61. Graphic Arts - Motion Graphics**

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

## **62. Lighting**

## **63. Musical Composition/Arrangement**

**64. Photographer - News**

**65. Photographer - Short Form Content** (under 10 minutes)

**66. Photographer - Long Form Content** (longer than 10 minutes)

## **67. Technical Achievement**

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition. In addition to the video, entry, the synopsis should include details of specific objectives and challenges that were overcome as a result of the technical achievement. Entry Time Limit: 30 minute

## **68. 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.

**69. 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.

**70. Writer - News**

**71. Writer - Short Form Content (under 10 minutes)**

**72. Writer - Long Form Content (longer than 10 minutes)**

**73. Writer - Spot Announcement**