

## **37th CATEGORY LIST**

### **NEWS AND PROGRAMMING 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.

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.

Multi-part news series entries are eligible and must include a minimum of two (2) but no more than five (5) separate reports from the series. Total submission time limit for News series entries may not exceed 15 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.

**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.

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

**PROGRAMMING CONTENT:** Producer(s) of the entry should be the primary entrant(s) 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 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.

News content is only eligible in the appropriate News categories.

*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.*

### **SPECIAL ACHIEVEMENT AWARDS (News Excellence, Journalistic Enterprise and Interactive Video)**

One award, more than one award or no award is given only to the eligible recipients listed on each category. Others who may have contributed to the content and execution of the material presented in the entry may purchase plaques to commemorate their participation.

An entry submitted in a Special Achievement category may not be duplicated in its entirety in any other Special Achievement category.

**The eligibility period for all categories is July 1, 2021, through June 30, 2022**

#### **01. News Excellence**

**Special Achievement- Awarded to the News Director only** 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.

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 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 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 news 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. However, the entry submitted for News Excellence may not also be submitted in another Special Achievement category. **Only one entrant may be listed on the entry.***

#### **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/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/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 production 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**

Programming 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**

Special Achievement - 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 distribution date 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**

Programming 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**

Sports Content - For excellence in a sports program or series. 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. Includes daily or weekly sports program or sports series (non-news). Entry may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Entry time limit: 30 minutes

### **24. Sports – One-Time Special**

Sports Content - 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 entry 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.*

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

Sports Content - For excellence in production of a single (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. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute entry time limit.

### **26. Weathercast**

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

### **27. Weather**

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

### **28. Documentary Cultural**

Programming 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**

Programming 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**

Programming 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**

Programming 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**

Programming 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**

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

### **34. Health/Medical**

News Content - For excellence in news or journalistic coverage of health or medical related topics. Entry Time Limit: 30 Minutes

### **35. Lifestyle**

Programming 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.

### **36. Informational/Instructional**

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

### **37. Interview/Discussion**

Programming 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.

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

### **38. Arts/Entertainment**

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

### **39. Entertainment**

Programming 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.

### **40. Technology (Reports)**

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

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

Programming 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. Entry Time Limit: 10 Minutes

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

### **42. Interactive Video**

Special Achievement - For excellence in video content focused on a single topic that uses digital platforms, like the web, mobile phones, social media, tablets, smart TVs, etc., to allow the audience to actively participate in the content thereby making a direct impact on the outcome of the viewing experience. The interaction goes beyond passive social media interactions of liking, reacting, or sharing. The interaction between the

viewer and the content creator enhances involvement and engagement beyond a linear television or video experience.

*NOTE: This category is not exempt from double-dipping rules. The entry is the video content that was enhanced by audience participation not a newly created video to summarize or explain the project. The entry should include a written summary in the synopsis section of the online entry form to explain how viewers interacted with the video content, the tools used, and the impact of the interaction on the content. The summary can include active URLs to online content that support viewer interaction.*

**EXAMPLES:**

*You create a video using a platform where you directly interact with viewers, such as Instagram Stories, where viewers answer your questions, ask you questions, vote in polls, answer trivia questions or submit user generated content. The interaction is incorporated into the video.*

*Your linear, live video includes a call to action for viewers to participate in the video content using tools like QR codes or text messages to participate in segments or the overall video. The interaction is incorporated into the live video.*

*Your live or on-demand video allows viewers to determine what they see next through specific interactions. The interaction could also determine what the content creator does next related to the production for example, creating an alternate ending to the video content.*

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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 5 seconds to 2 minutes in length**, except for the Long Form Promotional spot category. 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.**

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

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 2 Minutes**

### **44. 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. **Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)**

**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.

**45. News Promotion - Topical (Single Spot)**Entry Time Limit: 2 minutes

**46. News Promotion - Image (Single Spot)**Entry Time Limit: 2 minutes

**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.

**47. Program Promotion - Single Spot**Entry Time Limit: 2 minutes

**48. Image Promotion - Single Spot**Entry Time Limit: 2 minutes

#### **49.. Sports Promotion**

Entry Time Limit: 2 minutes

For excellence in announcements that promote sports 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.

NOTE: Intended for promos produced for content that would be entered in the Sports Content section with the exception of Sports Story - News.

#### **50. Promotional Campaign**

Entry Time Limit: 10 minutes (up to five 2-minute spots, each spot up to 2 minutes in length)

NOTE: This category is intended for non-news promotional campaign

#### **51.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.

Entry Time Limit: 2 minutes

#### **52.Commercial Campaign**

Entry Time Limit: 10 minutes (up to five 2-minute spots, each spot up to 2 minutes in length)

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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.)

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

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

**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 minutes

### **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**