

**NATAS Northwest Regional
2010 Emmy® Awards
Call For Entries**

The NATAS Northwest Regional Chapter

Alaska • Idaho • Montana • Oregon • Washington

1006 Industry Drive • Tukwila, WA 98188-4801

206-575-3444 • <http://natasnw.org>

Standard Clauses

Purpose

To recognize outstanding achievements in television 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 industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television.

Eligibility

To be eligible entries must have been distributed to the general public via broadcast, cablecast, or broadband by a television station, a cable company, satellite, internet or similar distribution system.

Broadcast entries must have been produced 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).

Broadcast entries must have been intended for consumption and be 'of primary interest' to a regional audience. It is advised that broadband content intended for a *wider* audience (a national audience) be submitted for consideration in the Academy's national competitions.

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.

Entries which are broadcast only on a **Super Station** and which are specifically designed *exclusively for their local market* 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.

Entries dealing with national news or entries dealing with subjects of general interest beyond the local market are not eligible for regional judging. The Chapter's Awards Committee may resolve questions of eligibility for such entries. Petitions, in writing, can also be forwarded to the National Awards Committee for final review and judgment. Works accepted for regional judging under this exception may not be submitted for National consideration.

Program length commercials (infomercials) and closed circuit programs are not eligible.

Pornographic, violent, defamatory or offensive material is not accepted. 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.

No entry may be submitted to more than one Chapter's awards.

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

Exceptions to the 50% Rule

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.

2. The treatment of a local community issue by a super station that is directed specifically to those living inside the station's home market maintains its eligibility in regional Emmy® Award competitions.
3. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
4. Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc, Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
5. Broadband entries that can be seen worldwide via the internet are eligible for regional competition if the content was primarily intended for consumption in the Chapter's designated awards area.

Original Material

At least two-thirds of a program 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 an original program. Entrants must identify all non-original material, including its location in the program. Pre-purposed or re-purposed material is not eligible.

Composites

A composite is defined as a sampling of two or more 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. 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.

Language Other Than English

Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

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 a DVD with English subtitles or with English on a second audio channel, a précis or English transcript.

Membership

Membership in The National Academy of Television Arts and Sciences is not required to enter the Emmy® Awards.

Judging Procedure

Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than 5 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 and do not compete against each other. 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.

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 and 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. The National Academy shall accept all submissions that are not in conflict with any of its rules and regulations.

Entry Format

Entries will be accepted only as DVD video. The readability of the DVD is the responsibility of the entrant. DVDs that cannot be 'read' cannot be judged and entry fees will not be refunded. It is recommended that you view on a late model consumer DVD player before submitting the entry.

The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and 'compatibility tested' on a different DVD player than the one used to burn the entry.
- Brand-name disks are recommended.
- Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker to legibly PRINT identifying marks on the disk. Ink jet or laser printing that can be applied directly to the DVD face (printable media) is acceptable.
- Use a clear sleeve or case.
- One entry per DVD.

Where applicable, a one page written description should accompany each entry submission.

Award Ownership

Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and The National Academy of Television Arts and Sciences, even if an employer pays entry fees. Stations, studios and production companies may order a duplicate statuette for public display at their place of business (one each; up to a maximum of three per winning entry).

Who Receives the Award?

Producers, craftpersons and other statue-eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. Others who work on a nominated or winning entry may order production certificates or plaques.

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.

Promotion

Emmy® winners may refer in advertising and publicity to the fact that they are an Emmy® recipient and, for one year after the award was bestowed may use a replica of the Emmy® statuette in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

Emmy® Recipient(s) Challenge

Challenges against an Emmy® Award, Nomination or entry must be done in writing and must identify the challenger(s). The Awards committee will contact the challenger(s) to verify that they have made the challenge. Names of challengers will never be made public.

Anonymous challenges will be considered invalid and will not be investigated.

Conclusion

The Northwest Regional Emmy® Awards Competition is presented for excellence in programming and individual craft achievement in television and advanced media arts.

1. The Northwest Chapter of NATAS accepts entries from Alaska, Montana, Idaho, Oregon and Washington.
2. All entries must have been produced to broadcast, cablecast or designed for broadband distribution or portable delivery within the Northwest Region for the first time during the period of January 1, 2009 through December 31, 2009.
3. If, in the opinion of the Peer Judging Panel, an entry is submitted in an inappropriate awards category, it will be referred to the Awards Committee who reserves the right to change the category in which any entry is to be judged; or to disqualify the entry.
4. Entry in the Northwest Regional Emmy® Awards gives The National Academy of Television Arts & Sciences permission to broadcast or cablecast winning entries.

Frequently Asked Questions

1. **What's the entry deadline?**

Entries must be received at the NATAS Northwest Chapter office no later than **5:00 pm, Thursday, January 14, 2010.**

2. **Where are the forms?**

The forms are on the NATAS Northwest web site:

[Emmy® Express - for online submission of Emmy® entries](#)
[The PDF Emmy® entry form](#)

3. **What is the Administrative Tool I keep hearing about?**

This is a nifty tool that is primarily for use by stations/companies who need to coordinate entries from multiple individuals so that authorization and payment can be centralized. It also has a number of report functions and entry tracking features useful to larger organizations.

If your company plans to submit a number of entries, the Administrative Tool can be activated for you. Call or email the office for details.

4. **What format should I use?**

All entries must be a DVD video on a DVD-R disk and be playable in an ordinary DVD player. This applies to online content as well.

See *Standard Clauses - Entry Format* for details.

5. **Check your dubs!**

Defective DVDs cannot be viewed or judged. Check your DVDs in a DVD player different from the one used to create the DVD disks. The readability of your DVDs is your responsibility. Defective DVDs will be disqualified and your entry fees will not be refunded.

6. **Program, Craft & Special Achievement**

Entries must be submitted exactly as aired. Each DVD must contain only one entry for one category, except in "series" entries. "Series" entries must be on the same DVD. No program in any category may be more than 60-minutes in length, (see specific category for time limits). If original broadcast was longer, one edit per half-hour for time may be made to bring entry to one-hour viewing time limit. All commercials must be edited out leaving only two to five seconds of black between segments.

7. **Where did the Advanced Media Categories go?**

Plain and simple, they are not needed. Separate categories for Advanced Media are an artificial distinction. A distinction that has little relevance in today's broadcast environment. It does not matter if a story is broadcast, cablecast or webcast if the story is of Emmy® quality. The long and the short of it is that all of the categories are now open to Advanced Media entries. News - Programming - Individual Craft - a lot more options to choose from.

We know figuring out the entry rules and what categories to enter can be daunting, so if you need help, just call or email the office. We're here to help.

8. **Can I submit the same work in two places?**

Any single piece of work may be submitted in only one News or Programming category, unless otherwise noted. However, the same piece of work may be submitted in one or more Craft categories.

9. **What about entering segments or packages from full-length programs that have already been entered elsewhere?**

Segments or packages from full-length programs or newscasts entered in news and programming categories may also be entered in another relevant category providing that the segment does not constitute more than 33% of the full-length program or newscast. For example, a feature story that appeared in a submitted program is eligible in a segment category, if it meets the 33% criterion.

10. **What's the definition of a segment?**

To qualify as a "Segment," it must be a portion of a program that could stand alone.

11. **How many people can be listed on an entry?**

News and programming categories allow a maximum of three entrants per entry unless an exception is granted by the Awards Committee. To request an exception, contact the NATAS office. All entrants must be "most directly responsible" for its production. We encourage entrants to notify all individuals who could be identified as "most responsible" offering them opportunity to pay any necessary fees to include their name on the submitted entry.

12. **Can I add entrants after I submit an entry?**

Additional entrants may be submitted until the entry deadline. Entry fee(s) plus a \$25 entry reprocessing fee will apply. If entrants are identified AFTER the nominations are announced, the fee is double the original entry fee plus a \$50 reprocessing fee. Absolutely no additional entrants can be identified after Emmy® Awards have been announced. Remember, NATAS allows a maximum of three "most responsible people" per entry, unless an exception is granted by the Awards Committee.

13. **What should I include with my entry?**

A complete entry consists of two (2) copies of the DVD, a completed entry form, and payment in full or proof of payment. The DVDs must have the category number, category title and the title of entry written on it. This identifying information is the same as on the entry form. Use a permanent marker to write on the disk. Use of disk labels is discouraged.

Emmy® Express: Include a copy of the Emmy® Express entry form and a copy of the Emmy® Express payment receipt (along with any checks) with your entry.

PDF Entry Form: Be sure to print legibly or fill out the PDF form on your computer. Include your credit card number on the entry form or include payment by check with the form.

Entry forms must be filled out completely. Written descriptions of entry may be typed in the space provided on the entry form. These descriptions will be read out loud to each judging panel. Improperly submitted or incomplete entries will be returned and a \$25 reprocessing fee will be imposed.

14. How do I pay?

Payment can be by check, Visa, MasterCard or AmEx, or a combination of payment types.

Emmy® Express: Emmy® Express now has very flexible payment options. This allows multiple individuals to pay for a single entry or multiple entries. Be sure to include a printed copy of your Emmy® Express payment receipt and any checks with your entries.

PDF Entry Form: You can use include your credit card information on the PDF entry form or include your check with the form. If you wish to make payment by a combination of payment types, please itemize on a separate sheet of paper. Include how and how much each person/company is paying. We will also need credit card information (Name, Number and Expiration Date).

Bottom line: When there are multiple people paying for multiple entries we need to know who is paying for what and how much.

15. Am I a current (2010) NATAS member?

Only if you paid dues after November 1, 2009.

Join online or fill out a membership application with payment along with your entry. If you pay by check, please submit a separate check for your dues. Membership applications are available on the web site:

http://natasnw.org/index.php?option=com_content&view=article&id=12

16. Do I have to be a member to enter?

You do not have to be a member to enter, but entry fees are discounted for current members. You can join at the time of entry and still receive the member discount.

17. Who owns the Emmy® statuettes?

See *Standard Clauses - Award Ownership* for details.

18. Can I purchase a duplicate Emmy® statuette?

See *Standard Clauses - Award Ownership* for details.

About Fees

The chapter recognizes that there will be instances when there will be more than one person who is “Most Responsible” for the work entered.

Winning Program entries (Categories 3-55) with more than one “Most Responsible” person named will receive multiple Emmy® awards. For each “Most Responsible” name (limit of 3) there must be an added entry fee for each of the second and third names. Any additional “Most Responsible” person must pay full program entry fee, on approval of Awards Committee. We encourage entrants to notify all individuals who could be identified as “most responsible” offering them opportunity to pay any necessary fees to include their name on the submitted entry.

Winning Individual Craft entries (Categories 56-75) with more than one “Most Responsible” person named (limit of 3), will receive multiple Emmy® awards. However, entry must have included entry fee for each named person (member fee of \$50 or non-member fee of \$130). Any additional “Most Responsible” person must pay full individual entry fee, on approval of Awards Committee.

Stations, studios and production companies may order a duplicate statuette for display at their place of business (one each; up to a maximum of three per winning program entry). Contact the NATAS Chapter for details. Corporations, production companies, cable companies and other employers associated with winning craft entries may purchase plaques from the Academy. It is the policy of NATAS to present an Emmy® Award to individuals, not to stations or companies. Duplicate Emmy® Statues MAY NOT be purchased after the awards for entrants omitted on the original entry. Duplicate statues MAY NOT be purchased by individuals. The word “duplicate” will be engraved on the plate, and the engraved plate must be done exactly as the original award was given. Duplicate statues for craft awards are NOT permitted. The cost is \$250, plus engraving per Award.

How to save money

First, join the chapter. You will save \$80 per entrant on Craft entries and from \$15 to \$65 per entrant on Program entries.

Second, use the Emmy® Express online entry system instead of the PDF entry forms. You will save \$5 per entrant on each entry.

Entry Fees

Special Achievement (Categories 1-2)

Station Excellence: \$155 (One Award only)

Community Service: \$155 (Per producer, limit 3)

Program (Categories 3-55)

Current NATAS members

Market size 1-20 - First entrant: \$95 - Second & third entrants: \$80

Market size 21-80 - First entrant: \$80 - Second & third entrants: \$70

Market size 81+ - First entrant: \$55 - Second & third entrants: \$50

Non-members

All markets - First entrant: \$120 - Second & third entrants: \$95

Crafts Achievement (Categories 56-75)

Current NATAS members: \$50

Non-member: \$130

Mailing/Shipping Address

Mail or ship your entry with completed entry form and payment to the NATAS Office.

Postal address for US Postal Service:

NATAS Northwest Chapter

PO Box 58530

Seattle, WA 98138-1530

Physical street address for UPS/FedEx:

NATAS Northwest Chapter

1006 Industry Drive

Seattle, WA 98188

If you are paying by check, make checks payable to:

NATAS-Northwest Chapter

Please do not include membership dues on the same check!

Categories

Special Achievement

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry.

1 Station Excellence

A statuette is awarded to the person responsible for excellence in OVERALL station operations during the eligibility period. Entries should present as many different activities 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., or other elements the station may wish to bring to the attention of the judges. Judges will stress quality and breadth of a station's operations substance rather than style, and the station's performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Entry should include a one-page, written synopsis of the station's achievements. Entry length shall not exceed 60 minutes.

2 Community Service

For excellence by executive producer (if directly involved), and/or producer in programming, whether news or non-news, involving the entire station in a continuing effort to focus interest on, and marshal support for, a worthy community cause. Emphasis should be given to the depth, breadth and duration of the station effort. Entry should include a one-page, written synopsis. Entry length shall not exceed 60 minutes.

Regularly Scheduled News

There may be one award, more than one award or no award presented in each category.

For excellence in a regularly scheduled daily 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. Morning/Daytime Newscasts air those which air up until 4 pm. Evening Newscasts air anytime after 4 p.m. Time limit 60 minutes.

3 Morning/Daytime News (Markets 1-20)

4 Evening News (1-20)

5 Morning/Daytime News (21-80)

6 Evening News (21-80)

7 Morning/Daytime News (81+)

8 Evening News (81+)

News Programming

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. For any entry designated as a series, a minimum of two segments must be included.

9 Breaking News

For excellence in coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live elements, taped elements and/or online content. Time limit: 15 minutes.

COMMENT: This is the "I am here at the bank robbery and the bullets are flying over my head" story. Preparation limit is unnecessary since it must be simultaneous.

Award Recipients in this category compete with other chapters recipients for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Spot News.

10 Team Coverage

For excellence by a team involved in covering multiple stories on a single subject, shot, edited, produced and aired within 24 hours in a regularly scheduled newscast. Entry may include live elements, taped elements and/or online content. Time limit: 15 continuous minutes.

11 Spot News

For excellence in coverage of a single unanticipated news event that is shot edited and produced within 24 hours on a regularly scheduled newscast. Entry may include multiple live elements, taped elements and/or online content. Elements of a related Breaking News entry may be included in a Spot News entry but not in their entirety. Time Limit: Limited to a single report.

NOTE: The term 'limited to a single report' in this instance is interpreted to mean a single SEGMENT of a newscast, rather than a single reporting element of that segment.

COMMENT: This is the "I am here at the bank where this morning the bullets were flying over my head, and in the 2 hours following the police chased the robber to the state line." The goal is to extend what was done in the simultaneous report to allow the entry of the longer form report.

Award Recipients in this category compete with other chapters recipients for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Spot News.

12 General Assignment Report - Within 24 Hours

For excellence in coverage of a single story or topic aired within a regularly scheduled newscast or newscasts, which has less than 24 hours for its preparation. Entry may include live elements, taped elements and/or online content.

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

COMMENT: This is the basic news reporting done day-in day-out by a News Department. This is for the coverage of planned events and done as planned assignments.

13 General Assignment Report - No Time Limit

For excellence in coverage of a single story or topic aired within a regularly scheduled newscast or newscasts, which has no time limit for its preparation. Entry may include live elements, taped elements and/or online content.

Stories and topics covered must be of a Hard News character and be an assigned report. Entry time limit: 10 Minutes

14 Feature News Report - Light Feature

For excellence in reporting of a single feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes.

15 Feature News Report - Serious Feature

For excellence in reporting of a single feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes.

16 Investigative Report

For excellence in reporting of a single story or series of stories on a community problem requiring research and investigative journalism, aired within a regularly scheduled newscast(s). 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). Time limit 30 minutes.

Award Recipients in this category compete with other chapters' recipients for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Investigative Reporting.

17 Continuing Coverage

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. Elements may include segments from within or outside of a regularly scheduled newscast including those presented online. A stand-alone segment from this composite may be entered in one other area. Time Limit: 30 Minutes.

18 Interactivity - News

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a traditional broadcast/cablecast program. The interactive components include, but are not limited to, the traditional broadcast/cablecast program, such as: video sharing, video blogs, discussion boards, online forums, instant web polls, live-to-tape telephone responses, man on the street kiosk recorders and other media.

Submission must include a video presentation of the original program AND synchronous media IF the appearance and value of such is not obvious during the program. The entry may be accompanied by a written description of no more than 200 words explaining the enriching media experience of the interactive media effort. Time Limit: 30 minutes

19 News Special

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic aired outside any regularly scheduled news program. Subject should be an in-depth treatment of current topic. Time limit: 60 minutes.

20 News Series

For excellence in a series of stories that are aired on more than one regularly scheduled newscast over several days, on a single topic. Time limit: 15 minutes. Entry can include up to three complete reports.

Individual stories or segments from a series entry can be entered in another news category.

21 Sports - News Single Story

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit 10 minutes or two complete reports, if longer.

News Specialty

For excellence in the coverage of a single news story, news series or news feature. Entry can include up to four stories in their entirety as aired, but not to exceed 15 minutes. Individual stories or segments from a series entry can be entered in another news category.

22 Consumer - News

23 Environment - News

24 Health/Science - News

25 Politics/Government - News

26 Military - News

Programming

The following areas are open to entries created, written, produced and broadcast by public affairs and program personnel. **Categories 27 to 47 are NOT News Categories!** One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the program, segment or coverage. Anchors, hosts, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Segments should not exceed 10 minutes, however, a **MAXIMUM** of one edit is permitted to bring longer segments to the 10 minute requirement.

Programs and Specials should not exceed 30 minutes, however a **MAXIMUM** of three edits is permitted to bring longer program entries to the 30 minute requirement. There is one exception to the "30 minute" rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

27 Interactivity - Programming

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a traditional broadcast/cablecast program. The interactive components include, but are not limited to, the traditional broadcast/cablecast program, such as: video sharing, video blogs, discussion boards, online forums, instant web polls, live-to-tape telephone responses, man on the street kiosk recorders and other media.

Submission must include a video presentation of the original program **AND** synchronous media **IF** the appearance and value of such is not obvious during the program. The entry may be accompanied by a written description of no more than 200 words explaining the enriching media experience of the interactive media effort. Time Limit: 30 minutes. There is one

exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

28 Human Interest - Feature/Segment

For excellence in a feature or segment from a regularly scheduled program or special that focuses on subject matter that appeals to the human spirit. Time limit: 10 minutes.

29 Children/Youth (12 and under) - Program/Special

For excellence in a regularly scheduled program or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

30 Arts/Entertainment - Feature/Segment

For excellence in a feature or segment of a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Series entries accepted. Feature/segment not to exceed 10 minutes in length.

31 Arts/Entertainment - Program/Special

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

32 Historic/Cultural - Feature/Segment

For excellence in a feature or segment of a regularly scheduled program or special that focuses on historical, cultural and/or ethnic topics or subject matter. Feature/Segment not to exceed 10 minutes in length.

33 Historic/Cultural - Program/Special

For excellence in a regularly scheduled program or special that focuses on historical, cultural and/or ethnic topics or subject matter. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

34 Health/Science - Program/Special

For excellence in a regularly scheduled program or special that focuses on health, science or medical topics or subject matter. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

35 Politics/Government - Program/Special

For excellence in a regularly scheduled program or special that focuses on political, civil or public affairs topics or subject matter. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to

the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

36 Sports - Feature/Segment

For excellence in a feature or segment of sports in general, sports related topics or subject matter within a regularly scheduled daily or weekly program. Feature/Segment not to exceed 10 minutes in length.

37 Sports - Program Series

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a regularly scheduled newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit). There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

38 Sports - One Time Special

For excellence in a one-time sports related special program that is not part of a regularly scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. Entry not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

39 Sporting Event/Game - Live/Unedited - Program/Special

For excellence in production of a single program or series, live or live-to-tape sports event or game. A composite is required and must 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. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

40 Informational/Instructional - Feature/Segment

For excellence in a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Feature/Segment not to exceed 10 minutes in length.

41 Informational/Instructional - Program/Special

For excellence in presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

42 Interview/Discussion - Program/Special

For excellence in a regularly scheduled program or special consisting of material that is at least 75% unscripted. Series entries accepted. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

43 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 70% live material. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.) There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

44 Documentary - Cultural/Historical

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

45 Documentary - Topical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current significance. Time limit of 60 minutes.

46 Public/Current/Community Affairs - Feature/Segment

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Feature/Segment not to exceed 10 minutes in length.

47 Public/Current/Community Affairs - Program/Special

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Enter up to 30 minutes of complete program or series compilation not to exceed 30 minutes. There is one exception to the “30 minute” rule and that is if preferred, long-form programs can be accepted in their entirety. However judges are only required to screen 25% of the full program.

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 locally 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. For a campaign, a maximum of three spots may be entered. Time limit 10 minutes.

48 Promotion - News Promo - Single Spot

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

49 Promotion - News Promo - Campaign

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

50 Promotion - Program - Single Spot

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

51 Promotion - Program - Campaign

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

52 Community/Public Service (PSAs) - Single Spot

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

53 Community/Public Service (PSAs) - Campaign

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

Commercials

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 locally 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. For a campaign, a maximum of three spots may be entered.

54 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 local market. Spots may be between: 05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

55 Commercial - Campaign

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the local market. Spots may be between: 05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

Crafts Achievement

One award, more than one award, or no award is given for excellence in a specific broadcast discipline demonstrating the skills of one or more individuals. Submit a single example of the craft or a composite of no more than three (3) segments as aired, with no internal edits or post production work such as music or special effects. Limit 15 minutes. Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

56 Anchor - News

57 Anchor - Sports

58 Anchor - Weather

59 Program Host/Moderator

60 Reporter - General Assignment

61 Reporter - Programming

62 Reporter - Specialty Assignment

63 Reporter - Sports Play-by-Play

64 Director

65 News Producer

66 Writer - News

67 Writer - Program

68 Photographer - News

69 Photographer - Program

70 Editor - News

71 Editor - Program

72 Graphic Arts - News

73 Graphic Arts - Non-news

74 Craft Specialty - Musical Composition/Arrangement

75 Audio