



*HIGH SCHOOL
STUDENT PRODUCTION AWARDS
2018 CALL FOR ENTRIES*

Eligibility Period: March 1, 2017 - February 28, 2018

Entry Deadline: March 2, 2018

***REMINDER:**

Only the person submitting the entry needs an account.

Do not use all CAPS when submitting.

Entry Deadline: March 2, 2018

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**THE MICHIGAN CHAPTER OF THE NATIONAL
ACADEMY OF TELEVISION ARTS & SCIENCES
PRESENTS
THE 2018 REGIONAL HIGH SCHOOL STUDENT
PRODUCTION AWARDS**

The Michigan Chapter of NATAS is a professional service organization dedicated to the advancement of the arts and sciences of television and related media and the promotion of creative leadership for artistic, educational and technical achievements within the television industry, best known for the coveted Emmy® Award.

**STUDENT
EXPRESS**

ONLINE ENTRY PROCESS: The entire Student Production Award process is online. Submit your entry information, upload your video for judging and even pay the entry fee (if paying by credit card) from any computer with internet access—all in a secure environment.

STANDARD RULES AND REGULATIONS

PURPOSE: To recognize outstanding student achievements in production by conferring 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 by those studying media and journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements by high school students.

ELIGIBILITY:

9. Programs or program segments conceived, produced and executed by students at a high school within the Chapter's designated award area are eligible for student award consideration.
10. Entries must have had their first broadcast, cablecast or webcast in the Michigan Region during the eligibility period – March 1, 2017 to February 28, 2018.
11. Returning students who previously worked as professionals are not eligible.
12. No professional services may have been employed in the production of the entry.
13. Faculty involvement can only be advisory.
14. Entrants must be enrolled as a full-time student as of the entry deadline.
15. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.

1. Students who perform *professional* work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
2. No entry may be submitted to more than one Chapter's awards.
3. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
4. Entries must be submitted as they were originally transmitted.
5. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
6. There is no limit to the number of entries a school may submit in each category.
7. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
8. Ineligible entries may be disqualified during any phase of the competition.

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 Emmy® 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 may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

INTENTIONAL FALSIFICATION: The student advisor warrants that they are the party most responsible for verifying the eligibility requirements have been met. 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. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

JUDGING AND EVALUATION: Programs are judged on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points). Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

FEES: While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. While the NATAS offers student memberships as non-voting members of their Chapters, membership is not a requirement for advisors or entrants.

ENTRY SUBMISSIONS: The school where the work was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

LANGUAGE(S): Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals. Entries in other languages may be entered. Judging of these entries is subject to the availability of qualified judges who speak the language of the entry. We recommend that entrants in languages other than English or Spanish submit an English-language translation of the narration track.

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. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

AWARDS: A crystal pillar is awarded to school for entries validated by a professor or teacher. Students responsible for the production, as specified in writing by the school, will each receive a certificate.

Regional recipients will automatically advance to the National Student Production Awards. Recipients of these national awards will be announced at a live event in the fall of 2018. For more information visit the website: <http://emmyonline.org/nationalstudent>

RESTRICTION ON THE USE OF EMMY® MARK: Schools may refer to the fact that they are recipients of a NATAS Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

ELIGIBILITY PERIOD: Entries must have been produced in the Michigan NATAS region during the eligibility period March 1, 2017 to February 28, 2018.

ENTRY DEADLINE: March 2, 2018

PROCESSING FEE: \$35 *Additional names limited to the people MOST RESPONSIBLE (no more than 5 names allowed) and are \$10 per name.

PAYMENTS: Handling fees made online by credit card are processed through the secure server authorize.net. An automatic receipt will be sent by e-mail. Or, if preferred, send checks payable to:
NATAS Michigan
24903 Lois Lane Drive
Southfield, MI 48075

CONTACT INFORMATION: Stacia Mottley at michigannatas@gmail.com or 248-827-0931.

HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS

All entries will be submitted through our on-line system. Become a Registered User, Submit, Upload and Pay – all in one secure place!

Follow this 3-step process:

1. Register (if you don't already have an account)
2. Submit Your Entry Info & Pay the Fee (the "paperwork" part of the process)
3. Upload & Approve Your Video

Links are available on page 5 and on the chapter website:

www.natasmichigan.org/education/

ENTRY UPLOAD FORMATS

PERFERRED FORMAT: MP4 using H.264 video codec and AAC audio codec

- For best quality encode your video at its original size
 - Your video should be at least 720x480
 - 1280x720 is recommended
- Do NOT letterbox your video

SUPPORTED FORMATS: The system supports nearly any format for uploading including:

- MP4
- WMV
- MOV*
- 3GP
- AVI
- FLV

*Some MOV files contain additional features like edit lists that often result in audio-video sync issues.

NOT SUPPORTED FORMATS: - Some formats we occasionally encounter, that are NOT supported:

- Quicktime (MOV) files that use the Apple Intermediate Codec (part of Final Cut).
- Quicktime (MOV) files that actually only contain a raw DV stream (some DV cameras export these). Export these files using either raw DV or H264/AAC Quicktime.
- Quicktime (MOV files with 24-bit audio).
- DRM protected files from Microsoft (WMV) or the iTunes Store (M4V, MOV).
- CSS encrypted DVD images (VOB).
- WMV videos using the MSS2 video codec (for screencasting).

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

clicking on the appropriate link in the Resources Column on the right side of the page.

UPLOADING YOUR VIDEO:

Follow the instructions below.

VIDEO UPLOAD STEP-BY-STEP:

NOTE: You can only upload 1 video entry at time.

STEP 1:

VERIFY THE ENTRY YOU WILL BE UPLOADING

Make sure you have **your email copy of your Entry**. This is where you will reference your **Entry ID number** and **submitter's email**. Both are ESSENTIAL to begin the uploading process. The email also includes a link to upload your video if needed.

On this first page you need to:

- Select the entry category from the drop down box.
- Enter the ENTRY ID Number
EXAMPLE: H-02-04 – H-02 is the category and 04 is the entry number.
- Enter the submitter's email address that was provided on the entry form.
- Select Box that you agree to the terms of uploading video.

STEP 2: REVIEW VIDEO FILE UPLOAD INFORMATION

After reading through the instructions on the page and confirming your entry information in the box at the bottom, click on Proceed to Upload Video.

- Select your video from your computer files by Browsing. Be sure you are uploading the correct file type.
- **Click on UPLOAD**
The screen will change to show a status bar indicating where the video is in the upload process. Wait for video to upload. Depending on the size of your file it should only take a couple of minutes, however, the longer the entry, the longer the upload process.

IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE.

DO NOT REFRESH THE PAGE OR CLICK THE "BACK" BUTTON ON YOUR BROWSER.

*NEW THIS YEAR: Interrupted uploads can be "resumed" rather than re-started from the beginning.

Video Encoding In-Process

- **Once uploaded, the screen will change for encoding. The status will indicate "processing until the video is "ready".** (This process will take on average about 2 minutes for each minute of video to complete the required encodings for judging but can take considerably longer if the Server had a backlog of encoding.)
- You can keep your browser open while the video is processing; or, you can use the link at the bottom of the page to monitor the encoding process (a new tab/page will open in your browser); or, you can close your browser at the this point and return later to finish the approval process.
- When the status shows "ready," **click on the thumbnail or "click here to play video" link** to play the video. Watch all the way through. What you see is what the judges will see.
*If the link does not appear, there was an encoding problem.
- After watching your video, click on the **"Approve of Disapprove Video"** link

STEP 3: COMPLETE THE UPLOAD

- If the video uploaded and played properly and you approve, select **Approve**.
- **CLICK FINISH**
- **If you do not approve-select "Reject and Delete."**
Your video will be deleted and you can upload your video entry again.
- You have 3 opportunities to upload and approve your video. Once approved, or you've uploaded your video 3 times, you will not be able to upload again unless you contact the office to have options reset so you can complete the process. Contact info for reset: michigannatas@gmail.com or 248-827-0931.
- ***IMPORTANT: Your video is NOT available to the judges until you approve it!**

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

DEADLINE FOR ENTRIES: Online entry forms must be completed and entries uploaded no later than March 2, 2018. **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 pipeline jam.**

HIGH SCHOOL STUDENT PRODUCTION PROGRAMMING CATEGORIES

***Note: The same material may not be entered in more than one programming category.**

***IMPORTANT: Please make sure you select the correct category when submitting online. (H- indicates HS entries. C- indicates College/University entries)**

H-01. Newscast

For outstanding achievement in a regularly scheduled newscast. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time Limit: 30 minutes**

H-02. News: General Assignment

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes**

H-03. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a presentation of content devoted to cultural or artistic significance, or a compilation of up to three unedited pieces. **Time Limit: 10 minutes.**

H-04. Music Video

For outstanding achievement in replication, reinterpretation or original material in a music video. Judges will evaluate content, creativity and execution. **Time Limit 5 minutes**

H-05. Short Form - Fiction

For outstanding achievement in a presentation of a short-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Up to 10 minutes.**

H-06. Short Form - Non-Fiction

For outstanding achievement in a presentation of a short-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

Time Limit: Up to 10 minutes.

H-07. Long Form - Fiction

For outstanding achievement in a presentation of a long-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-08. Long Form - Non-Fiction

For outstanding achievement in a presentation of a long-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-09. Sports - Live Event

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. **Time limit: 30 minutes.**

H-10. Public Service (PSAs)

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

H-11. Public Affairs/Community Service

For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 10 minutes.**

H-12. Commercial

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

HIGH SCHOOL STUDENT PRODUCTION CRAFT CATEGORIES

*Entrants may submit a single video or composite of material totaling **no more than 15 minutes** for Craft Category entries. Direct "lifts" with no additional editing to enhance the quality of the entry may be made to bring longer videos (such as programs, newscasts, etc.) within the 15 minute time limit.

H-13. Animation/Graphics/Special Effects

For outstanding achievement in animation, graphics, and/or special effects demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-14. Director

For outstanding achievement in directing demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-15. Editor

For outstanding achievement in editing demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-16. Photographer

For outstanding achievement in photography demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-17. Talent

For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-18. Video Essay (Single Camera Only)

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category. **Time Limit: 15 minutes.**

H-19. Writing

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. **Time Limit: 15 minutes.**

**ENTRY DEADLINE:
MARCH 2, 2018**

QUESTIONS?

Contact: michiagnnatas@gmail.com

LINKS

Create Registered User Account
Become a Member
Submit/Modify Entry
Upload Video

*Note: You do not need to be a member to submit an entry to the Michigan Chapter's Student Production Awards competition.

**Regional recipients will automatically advance to the National Student Production Awards. Recipients of these national awards will be announced at a live event in the fall of 2018.

For more information visit the website:
<http://emmvonline.org/nationalstudent>