



**Entry Period:**  
January 1<sup>st</sup> 2018-December 31, 2018

**Entry Deadline 5pm**  
Wednesday, January 31, 2019

**Nomination Announced**  
Wednesday, May 15, 2019

**Awards Gala at the MotorCity Casino**  
**Sound Board**  
Saturday, June 15, 2019

## 2019 Call for Entries

# 41<sup>st</sup> ANNUAL EMMY® AWARDS

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### STANDARD CLAUSES:

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**PURPOSE:** To recognize outstanding achievements in television and allied media by conferring annual awards of merit in the Chapter's designated award region. The presentation of these awards is intended to be an incentive for the continued pursuit of excellence for those working in the television and media industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and online.

**SUBMISSION ELIGIBILITY:** To be eligible, original entries must have been transmitted to the general public by a television station, a cable company, satellite, the Internet or other digital delivery medium. Digital is defined as multimedia projects that combine various forms of traditional media with social media and interactivity, as well as linear programming delivered online (over the Internet, via various mobile platforms).

Eligibility is limited to digital and telecast/cablecast programming that was originally made available to a regional or local audience during the Chapter's eligibility year.

Materials provided by a news service, cooperative news association or similar source must be treated as previously produced material, unless it was originally intended for first release in the regional awards eligibility area to which it was submitted with on-site supervision by the entrant.

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

**Broadcast entries** must have been intended to be of 'primary interest' to a regional or local audience, within the Chapter's designated awards area, and must have had their first transmission in that awards area during the eligibility period. Entries must not have been

available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (*see exceptions*).

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

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

However, entries which are specifically designed exclusively for their regional or 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.

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

#### **EXCEPTIONS TO THE 50% RULE:**

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy<sup>®</sup> Award competitions.
2. Entries are eligible for regional competition if the treatment was of a local community issue, with the content primarily intended for distribution in the Chapter's designated awards area. Works accepted for regional judging under this exception may not be submitted for national consideration.
3. A documentary film that has a limited theatrical release at film festivals (showing on 600 or fewer screens in the U.S. over a one year period) before telecast or being made available online is eligible provided the program content is of primary interest to the regional or local audience.
4. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
5. Local segments that are eligible to participate as entries in national Emmy<sup>®</sup> Award competitions (i.e. News & Doc) may compete in both regional and national awards competitions under prevailing rules.

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

**The following programming is not eligible:**

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

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

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

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

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

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

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

**ORIGINAL MATERIAL:** At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment that, in the opinion of the Chapter Awards Committee, results in a new, original program. Entrants must identify all non-original or sponsored material, including its location in the program. Re-purposed material is not eligible.

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

**STUDENT PRODUCTIONS:** Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non-member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award recipients from any NATAS Chapters' high school or college competitions may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion for their recognition.

**COMPOSITES:** Except where noted, a composite is defined as a sampling of a minimum of two and no more than five (5) representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. **Demo reels or montages are not allowed.** One to two seconds of black between cuts, with no audio or slates must be added to separate segments within the composite. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift. For program entries, composite may only contain content from one episode of the series, not multiple installments.

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

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

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

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

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

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

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

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

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

**JUDGING PROCEDURE:** Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels should be comprised of no fewer than 7 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.

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

are evaluated using a 1-10 scale each for Creativity and Execution. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

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

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

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

**INTENTIONAL FALSIFICATION:** The entrant warrants that he/she/they are the party(ies) most responsible for the award-worthiness of the entry. The intentional falsification of production credits or entry credits may be the basis for disqualification.

**ENTRY ERRORS AND OMISSIONS:** The National Academy of Television Arts & Sciences assumes no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

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

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

Once a Chapter’s award nominations are announced, there is a 10 calendar day only grace period in which names, under extreme, special circumstances, can be added to a nominated entry. These requests must be authorized in writing to the Chapter from one of the original entry nominees requesting this addition and detailing why this request should be granted. The Chapter’s Awards Committee will make the final decision and ruling.

**Further, once the Emmy® awards ceremony has concluded, NO individual names can be added to an awarded entry as an additional recipient, regardless of the reason or special circumstances.**

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

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

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

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

**PROMOTION:** All publicity, advertising or any written reference undertaken by nominees and award recipients to the Emmy® Awards, must clearly state that the awarded achievement is for a Regional Emmy® Award. The word “Regional” **must** appear in these instances. The recipient of a nomination or an Emmy® Award may refer in advertising and publicity to the fact that they have been honored **only** for **one year** after the recognition was bestowed. They may use a replica of the Emmy® statuette in such

advertising. Individuals who significantly contributed to the production or craft but were not honored with a statuette cannot specifically advertise they are an Emmy® award recipient. They can only state they worked on the recognized program.

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

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

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

# CATEGORIES

## NEWS PROGRAMMING & NEWS GATHERING

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One award, more than one award, or no award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry. For any entry designated as a series, a minimum of two reports must be included.

Note: Unless otherwise indicated in the category description, program entries (categories 3-25) may be entered in only one programming category.

## NEWSCASTS

### **1. Newscast – Morning/Daytime/Evening**

For excellence in a regularly scheduled morning or daytime 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. (5:00am-4:59pm)(5:00pm-11:59pm)  
**Time limit: 60 minutes.**

### **2. Breaking News**

For excellence in coverage of a single unanticipated news event. Entry may include multiple live or taped elements and online content. Exempt from composite five-lift rule  
**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.*

**Note: Regional winners in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.**

### 3. 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, but exempt from composite five-lift rule. **Time limit: 30 minutes**

*COMMENT: The wording has been changed to reflect that it is coverage with a number of reports not just over a period of time. Also, change has been made to indicate that the coverage is of one story. This would be considered a producer's entry and not a station entry since it is one story coverage.*

### 4. Investigative Report

For excellence in reporting of a news community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. **Written documentation is required (100 word limit). Time limit: 30 minutes.**

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

### 5. Feature News Report

#### A. Light Feature

#### B. Serious Feature

For excellence in reporting of a single feature news story or topic. **Time limit 10 minutes.**

## **NEWS & PROGRAM SPECIALTY**

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 news program, segment or coverage. Anchors, 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. For non-news program entries, unless specifically stated, a composite may only contain content from one episode of the series, not multiple installments. 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.

### 6. Arts/Entertainment

For excellence in a program, series or special general entertainment, variety or visual and performing arts. **Time limit: 30 minutes.**

### 7. Business/Consumer

For excellence in a program, series or special that covers business, finance, consumer affairs

or economic topics. **Time limit: 30 minutes.**

## **8. Children/Youth/Teens**

### **A. News Feature**

For excellence in coverage of issues of specific interest and value to a target audience 12 years of age and under (children/youth) or 13 and older (teens). **Time limit: 10 minutes.**

### **B. Program/Special**

For excellence in a program, series or special that covers issues of specific interest to a Target audience 12 years of age and under (children/youth) or 13 and older (teens). **Time limit: 30 minutes.**

## **9. Crime**

### **A. News Single Story / Series / Feature**

For excellence in coverage of crimes or other violations of the law. **Time limit: 10 minutes. Series time limit: 15 minutes.**

## **10. Education/Schools**

For excellence in a feature or segment from a program, series or special that covers schools, teaching or education. **Time limit: 10 minutes.**

## **11. Environment**

For excellence in a feature or segment from a program, series or special that covers environmental impact issues, topics or subject matter. **Time limit: 10 minutes.**

## **12. Health/Science**

### **A. News Feature**

For excellence in coverage of health, science, medical topics or subject matter. **Time limit: 10 minutes.**

### **B. Program/Special**

For excellence in a program, series or special that covers health, science, medical topics or subject matter. **Time limit: 30 minutes.**

## **13. Historic/Cultural**

### **A. News Feature**

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics. **Time limit: 10 minutes.**

### **B. Program/Special**

For excellence in a program, series or special that covers historical, cultural and/or ethnic Issues or topics. **Time limit: 30 minutes.**

## **14. Human Interest**

### **A. News Single Story**

### **B. News Feature**

For excellence in coverage of stories that appeal to the human spirit. **Time limit: 10 minutes.**

### **C. Program/Special**

For excellence in a program, series or special that covers subject matter that appeals to the human spirit. **Time limit: 30 minutes.**

## **15. Military**

### **A. News Feature**

For excellence in coverage of military issues at home and/or abroad. **Time Limit: 10 minutes.**

### **B. Program Feature/Segment**

For excellence in a feature or segment from a program, series or special that covers military issues at home and/or abroad **Time Limit: 10 minutes.**

## **16. Politics/Government**

### **A. News Single Story/Feature**

For excellence in coverage of political, civil, government issues or subject matter. **Time Limit: 10 minutes.**

### **B. Program Special**

For excellence in a program, series or special that covers political, civil, government issues or subject matter. **Time limit: 30 minutes.**

## **17. Societal Concerns**

### **A. News Feature**

For excellence in coverage of current issues of societal concern, social ills, community or General public interest. **Time limit: 10 minutes.**

### **B. Program/Special**

For excellence in a program, series or special that covers current issues of societal concern, social ills, community or general public interest. **Time limit: 30 minutes.**

## **18. Sports**

### **A. News Feature**

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

### **B. Feature/Segment**

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

### **C. Daily or Weekly Program**

#### **D. Program Series**

For excellence in a daily or weekly sports program-or sports series (non-news). Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a 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. **Time limit: 30 minutes.**

#### **E. One-Time Special**

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 or recorded live-Entry should have no post edits except for the removal of commercials. **Time limit: 30 minutes.**

## **19. Sports Event/Game – Live/Unedited**

### **A. Program**

### **B. Series**

For excellence in production of a single program, or series, live or recorded sports event or game. A composite (from one episode or game) is required and can 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. Exempt from composite five-lift rule. **Time limit: 30 minutes.**

## **20. Weather**

For excellence in coverage of weather in general, weather related topics or subject matter within a news program. **Time limit: 10 minutes.**

## **PROGRAMMING**

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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 program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For program entries, the entry-may only contain content from one episode of the series, not multiple installments. 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.

## **21. Documentary**

**A. Cultural**

**B. Historical**

**C. Topical**

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

**Time limit 60 minutes.**

## **22. Interview/Discussion**

For excellence in a program, series or special consisting 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. **Time limit: 30 minutes.**

## **23. Magazine Program**

For excellence in a program, series or special consisting of various stories of regional interest designed to entertain and inform. **Time limit: 30 minutes.**

## **24. Public/Current/Community Affairs**

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

## **25. Special Event Coverage (other than News or Sports)**

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material. Exempt from composite five-lift rule. **Time limit: 30 minutes.**

## **SPOT ANNOUNCEMENTS**

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One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be regionally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. **Spots may be 5-seconds to 5 -minutes in length.** Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included **which are edited together for a single video upload.**

## **26. Community/Public Service (PSAs)**

### **A. Single Spot**

### **B. Campaign**

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

## **27. Promotion**

### **A. News Promo - Single Spot**

### **B. News Promo - Image**

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.

### **C. Program - Single Spot**

### **D. Program - Image**

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

## **28. Commercial**

### **A. Single Spot**

### **B. Campaign**

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

## **SPECIAL ACHIEVEMENT**

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One award, more than one award, or no award is given **only** to the primary recipient listed on this 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.

## **29. Overall Excellence**

**Awarded to the President/General Manager only** for excellence in the overall operations of a television station, news/sports cable system or online media outlet, during the eligibility period. Entry should reflect the organization's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the organization and involvement in the community, and any further evidence of excellence. Entry should emphasize the quality, breadth and efficacy of the organization's operations, stressing substance rather than style, and exhibit

performance in sustaining excellence throughout the eligibility year. Exempt from the five segment composite limits, but the entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. This is not intended to be a “buzz” or demo reel. Entry should include a one-page, written synopsis of the organization’s operation, product, accomplishments and achievements. **(Note: This category is exempt from “double-dipping” rules.) Entry length shall not exceed 30 minutes.**

### **30. News Excellence**

**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. 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 five segment composite limits, but the entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. This is not intended to be a “buzz” or demo reel. Entry should include a one-page, written synopsis. **(Note: This category is exempt from “double-dipping” rules.) Entry length shall not exceed 30 minutes.**

## **CRAFTS ACHIEVEMENT**

One award, more than one award, or no award is given for excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft or a composite of material as originally transmitted. **Time limit: 15 minutes.**

While craft entrants may submit more than one entry per craft discipline, only **one** of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries.

Craft awards are intended for hands-on craft persons, not those that supervise craft persons.

### **31. Audio**

### **32. Director**

- A. Live or Recorded Live (PL Track is Preferred)**
- B. Non Live (Post Production)**

### **33. Editor**

- A. Program** (Non-News)
- B. Short Form** (Promos, PSAs, Commercials, Opens, etc.)
- C. News**

### **34. Graphic Arts**

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

- A. Graphics**

### **35. Lighting**

### **36. Talent**

- A. Anchor – News**
- B. Anchor – Weather**
- C. Anchor – Sports**
- D. Performer/Narrator**
- E. Program Host/Moderator**
- F. Reporter – General Assignment**
- G. Reporter – Investigative**
- H. Reporter – Sports**

### **37. Photographer**

- A. Program** (Non-News)
- B. News**

### **38. Writer**

- A. Program** (Non-News)
- B. Short Form** (Promos, PSAs, Commercials, Opens, etc.)
- C. News**

### **39. 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.