



**High School Student Productions Awards
2021 Call For Entries**

**Eligibility Period
March 1, 2020-February 28, 2021**

Entry Deadline: March 1, 2021

What's New This Year!

New Categories:

- News Report -Serious News
 - News Report - Light News
 - Multimedia Journalist (MMJ)
 - Public Affairs/Community Service
 - Music Video
 - Audio/Sound
 - Talent - New or Sports
 - Talent Performer
-
- The Sports categories will return next year
 - Processing fee is \$35 up to 7 students

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

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.

PURPOSE

To recognize outstanding student achievement in production by conferring awards of merit in the Chapter's designated awards 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 undergraduate college and/or high school students.

STANDARD RULES AND REGULATIONS

ELIGIBILITY

1. Projects conceived, produced and executed by students at a high school, university, college or technical/vocational school within the Chapter's designated awards region are eligible for student award consideration.
2. Returning students who previously worked as professionals are not eligible.
3. No professional services may have been employed in the production of the entry.
4. Faculty involvement can only be advisory.
5. Entrants must be enrolled as a full-time student during the eligibility period
6. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
7. Students who perform *professional* work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
8. No entry may be submitted to more than one Chapter's awards.
9. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
10. Entry videos must as they were originally submitted to their advisor. There may not be any edits to the originally completed video except for edits to bring the entry length within the specified category time limit. When editing for time, use only straight cuts with one second of black to denote where content has been removed.
11. There is no limit to the number of entries a school may submit in each category.
12. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
13. 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 entry fees. The student is then prohibited from entering subsequent student production categories with other classmates.

ENTRY SUBMISSIONS

A teacher, professor or advisor must approve the entry even if the student handles the submission or upload process themselves. There is no limit to the number of entries a school may submit.

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.

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.

DOUBLE DIPPING

No single entry may be submitted in its entirety in more than one Programming category. The same student may not be listed on more than one entry for doing the same job using the same work. If a student was responsible for more than one role, they submit the video in the appropriate craft categories to be judged for that particular craft (ie writer, editor, etc.).

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.

INTENTIONAL FALSIFICATION

The faculty advisor warrants that they are the party most responsible for verifying that eligibility requirements have been met. The intentional falsification of production credits or entry credits may be the basis for disqualification.

FEES

While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. Membership is not a requirement for advisors or entrants.

JUDGING AND EVALUATION

Programming Categories are judged on three criteria: content, creativity and execution on a 10-point scale (maximum 30 points); and Craft Categories are judged on two criteria: creativity and execution (maximum 20 points). Judging panels are to be made up of qualified professional judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

AWARDS

A crystal pillar is awarded to the school for entries validated by a professor or advisor. Students responsible for the production will each receive a certificate. Pillars may be purchased for students listed on winning entries after the awards.

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, 2020 to February 28, 2021.

ENTRY DEADLINE

March 1, 2021

PROCESSING FEE

\$35, up to 7 entrants *Additional names limited to the people MOST RESPONSIBLE

PAYMENTS

Handling fees made online by credit card (Visa, Master Card or Discover) or check.

Check payable to: **NATAS-MI**

Mail checks to:

NATAS-Michigan

29155 Northwestern Hwy., #389

Southfield, MI 48034

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

HOW TO ENTER

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

PREFERRED 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.

Video Encoding Guidelines:

- **File size** – The system will accept large files – and longer videos (over 15 minutes) may need to be larger to maintain quality. However, the larger the file, the longer it will take to upload your video. **Reduce the bitrate and use two-pass encoding to help reduce file size.**
- **Video Scale (Dimensions)** - Video width should not be smaller than 480. If the video is smaller in size, it will not upscale. Smaller videos will be centered within the player video area. Again, the recommendation is to upload the best possible quality using the same dimensions as your original video. The transcoding process will resize the video as needed for judging.
- **Aspect Ration** – Videos should be exported in their original aspect ratio (16x9 or 4x3). **DO NOT letterbox 16x9 video during the encoding process.** Do not export 4x3 videos to a 16x9 format. Use square (1:1) pixel aspect ratio.
- **Frame Rate** – Use progressive frames instead (e.g. 720p of interlacing (e.g. 720i)). The number of frames per second should not be less than 24. It is recommended that the frame rate be 29.97 or 30 frames per second to provide the best quality possible.
- **Video Bitrate** – Higher bitrates provide less compression and better quality but will result in larger file sizes. Two-pass video encoding can help reduce file size. Videos under 15 minutes can be encoded at higher bitrates (5,000-10,000kbps). For longer videos, you'll need to use a lower bitrate if you want to reduce the file size. It is recommended to not to go below 2000 kbps. Remember, you can upload large files, but be patient as the upload time will be longer.

Don't have encoding software? Download Handbrake or MPEG Streamclip for free.

Detailed instructions for uploading video entries can be found on natasmichigan.org and in the Resources column on the video upload page.

UPLOADING YOUR VIDEO

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: C-02-04 – C-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.

**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 or 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 office 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 1, 2021. 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

For over a decade the regional chapters of The National Academy of Television Arts & Sciences have hosted the Regional High School Student Production Awards. These competitive Awards include programming and craft categories. Each of the recipient schools receives a crystal pillar with the Student Production Awards logo recognizing the achievement of the student production. The students receive individual certificates from their regional chapter.

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

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 newscast, produced daily or less than daily, but broadcast, streamed or otherwise distributed as a “live” program. 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 Report -Serious News

H-03. News Report - Light News

For outstanding achievement in a 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-04. Multimedia Journalist (MMJ)

For outstanding achievement by a single individual covering a single or multi-part news story. The MMJ is reporter, writer, photojournalist and editor. Entry may not be entered in any other programming or craft category.

Time Limit: 10 minutes

H-05. Non-Fiction – Short Form

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-06. Non-Fiction – Long Form

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.**

Note: If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-07. 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-08. 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-09. 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-10. Fiction – Long Form

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.

Note: If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-11. Public Service Announcement (PSA)

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-12. Commercial

For outstanding achievement in commercial production advertising a product, business, service, school department or community or school event 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

Note: Only those who performed the specified craft should be listed on the entry.

Note: One (1) second of black should be inserted between elements of a composite entry.

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 prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-14. Audio/Sound

For outstanding achievement in audio or sound design demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-15. 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 prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-16. 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 prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-17. 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 prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-18. Talent - News or Sports

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 prepared for class or extra-curricular assignment. **Time Limit: 15 minutes.**

H-19. Talent Performer

For outstanding dramatic on camera work in a short film or work of fiction. This is not the subject of an interview but rather talent following a script in the body of work. Actors may not be paid for their participation. **Time Limit: 15 minutes.**

H-20. Writer

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.**

***REMINDER:**

- Only the person submitting the entry needs an account.
- Do not use all **CAPS** when submitting
- Eligibility Period: **March 1, 2020 to February 28, 2021.**
- Entry Deadline: **March 1, 2021**
- Make checks payable to **NATAS-MI**
- Mail checks to: **NATAS-Michigan**
29155 Northwestern Hwy., #389
Southfield, MI 48034

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