



Call for Entries

EMMY® 2021

43RD ANNUAL MICHIGAN REGIONAL EMMY® AWARDS

Recognizing excellence in the designated market areas (DMAs) in

Michigan

Detroit, Lansing, Flint, Saginaw, Bay City, Grand Rapids, Kalamazoo, Battle Creek, Alpena, Marquette
and Traverse City-Cadillac

Awards Year/ Eligibility Period: January 1, 2020-December 31, 2020

DEADLINE FOR ENTRY SUBMISSIONS ONLINE: February 2, 2021



NEW THIS YEAR!

Each year the Michigan Chapter's EMMY® Awards Rules Committee reviews our Call for Entries and makes changes based on requirements and recommendations from the National Awards Committee. Listed below are the highlights of changes for this year.

- The Awards Call for Entries has been update. Please make sure that you read before you start your entry process.

New Categories:

- Daily News Report
 - Hard News Report
 - Lifestyle
 - Weathercast
 - Sports Story
 - Sportscast
 - Sports Documentary
 - Sports Interview/Discussion
 - Branded Content
 - Community Service
 - Technical Achievement
-
- A new look for EMMY®Express! – The entry process has been streamlined. You can now submit your entry information, pay fees and upload your videos all from within your own account dashboard.
-
- Discounted entry fees.

IMPORTANT DEADLINES

February, 2, 2021

Deadline to submit entries

May 19, 2021

Nomination Announced

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Emmy® Awards Contest Rules

PURPOSE: To recognize outstanding achievements in television and allied media by conferring annual awards of merit in the Chapter's designated award region which includes Detroit, Lansing, Flint, Saginaw, Bay City, Grand Rapids, Kalamazoo, Battle Creek, Alpena, Marquette and Traverse City-Cadillac . The presentation of these awards is intended to be an incentive for the continued pursuit of excellence for those working in the television and digital media industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and online.

WHO CAN ENTER: Membership in The National Academy of Television Arts & Sciences is not required to enter the Emmy® Awards. Entrants must have each performed a significant and hands-on role in the production. Eligibility is determined by role rather than an individual's job title. Managers, News Directors, clients and supervisory personnel are typically not considered eligible but may petition to be included if they actively participated and their work significantly contributed to the content being submitted.

Entrants, producers, management or designated representatives may submit an entry on behalf of another individual. In that case, the submitter is responsible for confirming the entrant's knowledge of and adherence to all eligibility rules and that they have given their consent to the content submitted. Also, submitters are strongly encouraged to reach out to all key contributors on the entry, to make them aware that their work is being submitted and to allow them the opportunity to add their name.

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, the material is considered to be the work of a student. If a student works on a project submitted for Emmy consideration by a professional, and is included on the entry for that project, they cannot enter as a student, but instead must pay the appropriate professional entry fees. Student award recipients or their institutions from any NATAS Chapter's 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.

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

Broadcast and cablecast entries must have been produced and intended for 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 produced and intended for

a wider audience (a national audience) should be submitted for consideration in NATAS' national awards.

Video content distributed via the Internet must have been produced and intended for a regional or local audience within the Chapter's designated awards area. Internet content intended for a wider audience (a national audience) should be submitted for consideration in NATAS' national awards.

Additional eligibility clarification notes:

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. A documentary film that has a limited theatrical release at film festivals (showing on 50 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. Documentary films with a theatrical debut more than one year prior to its television or streaming debut will not be eligible.
3. Local content that later receives national distribution may be submitted to either a Regional or a National Awards Competition, but not both.
4. 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.
5. Local segments that are eligible to participate as entries in National Emmy® Award competitions (i.e. News & Doc) may compete in both regional and national awards competitions under prevailing rules.

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 new, original content.

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

CONTENT ELIGIBILITY: The interpretation of the Chapter 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 content.
2. Previously aired programs, series or related craft content which aired and met eligibility requirements during a previous award year or another Emmy® competition.
3. Program length commercials or infomercials.
4. Closed circuit content or internal communications.

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 content that premiered in general release to the public in theaters.
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 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.

CATEGORY VIABILITY: In the event that Administration and the Awards Committee deem a category non-viable due to insufficient number of entries, the category may be canceled or merged with another similar category. If a category is merged, entrants would have the option of dropping out of the competition and receiving a refund of their entry fees.

EXCERPTS: An excerpt is defined as a continuous segment or section from longer content.

Unless noted in the category description, no more than three (3) excerpts may be used to bring longer content to the specified category time limit.

For entries representing a program series, content must be included from multiple episodes of the series. A maximum of three (3) representative excerpts is permitted. One to two seconds of black, with no audio or slates, must be added to separate excerpts.

If the awards committee determines the content of any excerpt is ineligible, the entire entry will be ruled ineligible.

Removal of a commercial break between segments does not constitute a separate excerpt.

COMPOSITES: A composite is defined as a sampling of a minimum of two (2) and no more than five (5) representative segments or examples of work that convey to a judging panel the scope, breadth, or range of an individual's talents within the specified craft category.

The elements within a composite, unless otherwise noted in the category description, are to be "as aired" with no post-distribution changes, such as additional edits, music or special effects. Composites may include stories or segments in their entirety and/or excerpts from longer content.

One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite.

DEMO REELS OR MONTAGES ARE NOT ALLOWED.

ENTRY PLACEMENT : When an entry's content allows for a choice of category placement, the producer has the discretion to enter the material in the most appropriate content category in addition to any craft achievement categories where it is eligible.

However, certain rules must also be considered and followed:

- No entry may be submitted to more than one Emmy awards competition (Regional or National).
**Exception: Regional Emmy recipients in the Breaking News and Investigative Report categories are eligible for submission to the National News & Documentary competition under prevailing rules.*
- Different episodes from the same program or series can only be entered in one Emmy® Awards competition.
- Entrants are not allowed to separate content from individual craft achievement and submit in multiple Emmy Awards competitions.
- If the Chapter deems content ineligible, craft submissions related to that content would also be ineligible.
- The first distribution of the entry is the primary determination of eligibility.

The Chapter reserves the right to disqualify outright or move any entry to a different entry category if in its judgment such action is warranted. Entries will not be accepted if no applicable category is found.

DOUBLE-DIPPING: No entry may be submitted in its entirety in more than one content category. No entrant may be recognized more than once for performing the same job function for the same content.

Exceptions are given for content that was part of a full newscast, or included as an excerpt in the Overall Excellence, News Excellence and Community Service categories. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and another entry.

Example:

An investigative reporter is listed on a newscast entry. Under this double-dipping rule, a portion of the newscast content could be entered in Investigative Report, but the same reporter cannot be listed as a reporter since their name already appeared on the newscast entry in that specified role.

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

Example:

An investigative team does a three-part series within a newscast on gun control. Once the three parts have aired, and the same material re-purposed as a news or program special, the team would need to decide if they should enter the original series or the special, not both.

For Branded Franchise series, you may choose to submit up to five (5) representative segments from the series as a single entry in the appropriate category. If you enter the Branded Franchise as a series, you cannot also enter a segment from the same Franchise in another content category. However, if you do not submit the franchise as a series entry, you may submit individual segments in the appropriate categories.

Example:

Your franchise is “This Week’s Health Advice.” The specific subject matter varies from week to week with topics such as Heart Health Awareness, Mary’s Battle with Lupus, Dietary Tips, The Best Yoga Studios in Springfield. You may submit each segment separately as individual entries based on the subject matter. Alternatively, you may submit all 5 segments in the Health category as a single entry representing the franchise. However, if you submit the franchise as a single entry, you may not submit any individual segments from the franchise elsewhere.

A single or multi episode full-length program, or a multi-part news series, all on the same subject, may only be entered in one content 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 does not apply to individual stories from a news series.

Examples:

Your entry is a four-part series, Saving the Bay. Part one of the series is entered in the Informational/Instructional category. Part three cannot be entered in the Environment category.

Your program is called Community Weekly, an on-going weekly series. Though it is basically a Public Affairs series, episode 204 may be about music, episode 216 about sports, while other episodes are more generic. Under our rules, episode 204 could be entered in an Entertainment category, while episode 216 could be entered in Sports. Other episodes from the series could be entered in Public Affairs.

In situations where craft persons, like writers, photographers, editors, etc., served in multiple roles that significantly impacted the final product, they may be listed on content categories and/or craft achievement categories provided they don’t violate double-dipping guidelines.

Examples:

If a craft person is a writer/photographer on a documentary, they could enter the documentary in a program category listing themselves as only the writer. They could also enter the documentary (or a portion of it) in the photographer craft category, listing themselves as photographer only.

If they are not an entrant on the program entry, they could enter the writer and/or photographer craft categories, using the same material since they performed different job functions.

If they list themselves as both writer and photographer on the program entry, they are ineligible to enter either the writer or photographer craft categories.

They cannot enter either craft category using the dual job title since one craft category is only for writer and the other only for photographer.

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.

Once a Chapter's award nominations are announced, there is a 10 calendar day grace period in which names, under extreme, special circumstances, can be added to a nominated entry. These requests should be authorized in writing to the Chapter from the person who submitted the entry or one entry nominee requesting this addition and detailing why this request should be granted. An individual may petition the Chapter directly if the situation warrants. The Chapter's Awards Committee will make the final decision and ruling.

Once the Emmy® awards ceremony has concluded, NO individual names can be added to an awarded entry as an additional recipient, under any circumstances.

INTENTIONAL FALSIFICATION: The entrant warrants that they are the party most responsible for the award-worthiness of the entry. The intentional falsification of production credits or entry credits will result in disqualification.

Attempts to adjust show titles, airdates and/or descriptions of content in order to submit to multiple chapters or multiple categories, regardless of the circumstances, is prohibited.

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

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 NATAS 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.

JUDGING PROCEDURE: Judging panels should be made up of no fewer than **6** qualified judges who shall be certified as peer judges, with no more than **3** of those judges from the same station or company. Whenever possible, it is preferred that the judging coordinator secure at least 8 qualified individuals to serve on a judging panel. **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. Craft entries are evaluated using a 1-10 scale each for Creativity and Execution. All other entries are scored using a 1-10 scale each for Content, 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.

LANGUAGE OTHER THAN ENGLISH: Spanish-language entries will be judged by a panel of Spanish-language media professionals who are bilingual or Spanish proficient. 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.

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 judging our Chapter's entries. Our Chapter will judge other Chapters' entries. **BY ENTERING, YOU AGREE TO SERVE AS A JUDGE WHEN ASKED.**

DISCLOSURE OF JUDGING RESULTS: In order to maintain fair, consistent peer judging without influence, judges must not disclose how they voted. If they ignore or abuse this privilege, their ballot will be disqualified and/or their judging status eliminated.

WHO RECEIVES THE AWARD?: Producers, craft persons and other eligible entrants as listed on the entry form receive the Emmy® statuette.

Eligible entrants must have significant, creative, and hands-on involvement in the actual production of the video that is submitted. Roles peripheral to the actual video production (proposal/grant writing, research, fundraising, general supervision, etc.) are not substantial enough to be considered in this competition.

Executive Producers and management personnel (such as News Directors) are not eligible for Emmy® statuettes unless directly involved in the hands-on production of the work submitted. Those who serve in a managerial or supervisory role only should not be listed on the entry. To be considered, Executive Producers, General Managers, News Directors or other management personnel must have directly participated in the execution of the video. In such cases, a written request outlining the person's involvement should be submitted via email to the Chapter's awards committee for approval. **Note:** *General Managers are statuette eligible for the Overall Excellence category. News Directors are statuette eligible for the News Excellence category.*

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

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.

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

COMMEMORATIVE STATUETTES: As a courtesy, stations, studios, production companies and other Chapter-approved organizations may order a commemorative statuette for public display at their place of business. The statuette is engraved the same as the original 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® statuette 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 NATAS, 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.

MICHIGAN REGION REQUIREMENTS

The Michigan Chapter requires all entrants to use the EMMY® Express Online system for entry submissions.

Your EMMY® Express account includes a personal dashboard. From the dashboard you can: Start a New Entry, Review Submitted Entries, Upload Video for Submitted Entries, Update Your Membership Profile, Renew Your Membership, Access Emails that have been sent from EMMY® Express, Pay an Invoice, Send a Bill/Forward an Invoice to someone else who will be paying for your invoice or any part of it, Review paid Invoices.

The online process will walk you through filling out entry forms, paying for your entries, and uploading your video for online judging. After submitting your entry information, a confirmation e-mail will be sent to you with links so you can return to EMMY® Express to make changes and verify data up until the entry deadline. You'll also be provided with a link to upload your video if you did not do so immediately after filling out the online forms and a payment link if you chose to "pay later" during the submissions process.

You can access EMMY® Express through the chapter's website: natasmichigan.org

To Submit an Entry:

1. Log into EMMY® Express
2. Fill out the online entry forms
3. Upload and approve your video

Prepare Your Video for Uploading:

Entrants are responsible for the technical quality of their videos.

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

For best quality, encode your video at its original size.

- 1920x1080 or 1280x720p is recommended
- Your video should be at least 720x480

DO NOT letterbox your video

Supported File Formats:

The system supports nearly any format for uploading including:

- MP4, MOV*

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

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 Ratio** – 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 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.

:30 CLIP FOR EMMY® SHOW

A field labeled TIME CODE is included on the entry form. Please specify a starting time code for a 30 second excerpt of your entry to be played at the EMMY® Awards Gala if your entry wins.

ENTRY FEES

Categories 101-727

Members	1st Name	2nd & Greater
	\$80	\$100
Non-Members	1st Name	2nd & Greater
	\$220	\$220

1. A separate entry fee is required for each person listed on the entry form.
2. Failure to pay correct fees in full will result in disqualification of entry or removal of any entrant who have not paid their fees.
3. No refunds in the case of disqualification.

Payment options: Visa, Master Card, Discover or Check.

**Mail checks to: 29155 Northwestern Hwy., #389
Southfield, MI 48034**

ALL INCORRECT ENTRIES WILL BE CHARGED A \$25 REPROCESSING FEE.

MICHIGAN CHAPTER MEMBERSHIP

Membership in the Michigan Chapter is available to television professionals who reside within the Michigan geographic area. **If you plan on becoming a member, we strongly suggest that you sign up before you start the EMMY® Express.**

ANNUAL MEMBERSHIP RATES FOR ACTIVE, PROFESSIONAL MEMBERS

Detroit	\$65
Lansing	\$65
Flint	\$65
Saginaw	\$65
Bay City	\$65
Grand Rapids	\$65
Kalamazoo	\$65
Battle Creek	\$65
Alpena	\$35
Marquette	\$35
Traverse City – Cadillac	\$35

ELIGIBILITY PERIOD:

Entries originally produced for the Michigan region during the period of January 1, 2020 through December 31, 2020 are eligible.

SUBMISSION OF ENTRIES:

1. Entries may be submitted by any individual or group of individuals directly responsible for the production of the entry or the craft content. Membership in the Michigan Chapter is not required for the entry submission. Executive producers will only be eligible for an award if directly involved in the execution of the production.
2. Submission of an entry constitutes an agreement that any promotion of advertising incorporating any award that may be received shall be subject to the Rules and Regulations of the National Academy of Television Arts & Sciences and subject to the approval of the Board of Governors of the Michigan Chapter prior to such use. The word “best” may not be used in the promotion of any EMMY® Award.

3. Submission of the entry form constitutes permission for the Michigan Chapter of the National Academy of Television Arts & Sciences to telecast or screen the entry or portions of the entry, as part of the EMMY® Awards program and to webcast the entry, or portions of the entry, on the Chapter website natasmichigan.org or its Facebook page Michigan Emmy Chapter – NATAS.
4. Companies are not obligated to pay entry fees for former (or current) employees or freelancers. However, all reasonable attempts should be made to contact individuals directly responsible for the execution of the submitted work even if the individual no longer works for the company. The intentional falsification of production credits or entry credits will result in the removal of improperly submitted names/entrants or the disqualification of the entry.
5. Entries that violate the Double Dipping rule will be disqualified (See Double Dipping” explanation on pages 7 and 8).
6. Entry fees for disqualified entries will not be refunded.
7. The Michigan Chapter will not be responsible for damaged or non-playing entries.
8. All entries become the property of the Michigan Chapter.
9. LATE ENTRIES WILL NOT BE ACCEPTED. Entries, and checks/credit card payments must be received by 11:59pm on February 2, 2021.

ENTRY RULES

1. Membership in the Michigan Chapter is not required for entry submission.
2. Entries may be submitted by any individual or group of individuals directly responsible for the production of the entry or the craft content. Executive producers will only be eligible for an award if directly involved in the execution of the product. No more than 7 entrants on an entry.
3. If the person submitting the entry also is an entrant, his or her name must be written in the space designated for the entrants.
4. You may write a rationale (not to exceed 100 words) in the space titled “Description” in the EMMY® Express entry form stating the reasons your entry should be judged award-worthy.
5. Original Air Date & Entry total run time must be filled in on the entry form.

DEADLINE FOR ENTRIES

Entries must be submitted and videos uploaded by **11:59pm on Tuesday, February 2, 2021**

CHANGE REQUESTS AFTER THE ENTRY DEADLINE/Adding Name(s) after Entry Deadline

A fee of \$25 will be charged for any entry changes (entry titles, category change, revised entry description/synopsis etc.) requested after the final entry deadline on February 2, 2021.

Additional names of qualified entrants may be added to an entry after February 2, 2021 through April 30, 2021 is \$200 for each name.

After the nominations are announced, there is a 10-calendar day only grace period (from the date of the nomination announcement) 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. If approved, a \$300 fee will be charged to add the name.

NOTE: All requests to add name must be submitted in writing and sent via email to the Chapter Executive Director michigannatas@gmail.com with "Emmy Entry – Add Name" in the email subject line.

After the 10-day grace period, no names will be added under any circumstances.

Further, once the EMMY® awards ceremony has concluded **NO** individual names can be added to an awarded entry as an additional recipient, under any circumstances.

CERTIFICATES & PLAQUES

1. Nomination Certificates will be awarded to all nominees following verification by the Alan C Young Accounting Firm.
2. Production Certificates and/or plaques may be purchased by individuals or producers for distribution to individuals who can provide documentation on participation of an awarded entry. Contact the Michigan Chapter office following the EMMY® Awards presentation for more information.

AWARDS PRESENTATION

Nominations will be announced on the Michigan Emmy Chapter – NATAS Facebook page and the chapter website.

The EMMY® Awards is scheduled for June 19, 2021. TBD whether it will be virtual or in person.

DON'T LEAVE A MESS IN EMMY® EXPRESS

Entry Form: Please use Upper and Lower Case when filling out your entry form and membership application. The name you use on your membership application will show on your entry form.

The Producing Company is the company that will be recognized if your entry gets nominated. If you work for a television station please use the station's call letters.

If your company is not listed in the drop down for submitting organization, please type in your company name.

If you need to change the category of an already submitted entry in EMMY® Express and find that you are unable to do so, DO NOT create a new entry, email Stacia Mottley, Michigan Chapter Executive Director, at michigannatas@gmail.com, and she will assist you.

FOR MORE INFORMATION CALL:

Stacia Mottley

Executive Director

Phone: (248) 827-0931

E-mail: michigannatas@gmail.com

Robin Tracey

Awards Chair

E-Mail: rtracey@emmyonline.tv

REGIONAL AWARDS MANUAL

GLOSSARY OF TERMS

Branded Franchise Series

Short form content that includes multiple installments, all of which fit under a unifying theme.

Examples: “Tom’s Financial Tips” that air every Wednesday night on a local newscast, “Reports from the Border” that post on a local news website over a 6-month period

Call for Entries

The document that provides information related to the Emmy® Awards contests, including rules, guidelines and categories.

Chapter Awards Committee

A committee that oversees the Regional Emmy® Awards contest within a particular NATAS chapter. This committee has the final say on selecting categories for the chapter Call for Entries, determining content and entrant eligibility and reviewing judges’ challenges (among other duties.)

Clip Shows and “Best Of” Programs

Programs or other content that consist of previously aired material in the form of a “year in review” special or a collection of Branded Content Series pieces. These are NOT eligible for Regional Emmy Awards contents.

Closed Circuit Content

Content that is only available to a select and limited audience via distribution on a closed circuit (hospitals, in flight entertainment, hotels, doctor’s offices, private companies, etc.)

Video content transmitted in a public sports venue, arena or stadium is not considered distribution on a closed circuit and is eligible in content and craft categories.

Composite

A sampling of a minimum of two (2) and no more than five (5) representative segments or examples of work that convey to a judging panel the scope, breadth, or range of an individual’s talents within the specified craft category. The elements within a composite, unless otherwise noted in the category description, are to be “as aired” with no post-distribution changes, such as additional edits, music or special effects. Composites may include stories or segments in their entirety and/or excerpts from longer content. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite.

Conflict of Interest

Having a direct involvement or vested interest in the production of an entry, or having a personal relationship with an entrant. Judges may NOT judge entries in which any of these criteria are met. Group ownership, by itself, does not create a conflict of interest. *Examples: A producer working for a station owned by TEGNA in one market is not prohibited from judging an entry produced by another TEGNA-owned station in another chapter. NBC Sports Chicago personnel are not prohibited from serving as judges for entries produced by NBC Sports Bay Area.*

Content Category

A category for which there are three (3) areas of excellence being considered in the judging process: Content, Creativity and Execution. Our chapter's content categories are 101 - 408.

Craft Category

A category for which there are two (2) areas of excellence being considered in the judging process: Creativity and Execution. These categories focus solely on the craft designated for each (photography, editing, talent, etc.) Our chapter's craft categories are 701-727

Demo Reels / Montages

Short examples edited from content that showcases your work. Demo reels or montages often include shorter excerpts from the original video that may or may not have added music, graphics and/or special effects.

Example: A photographer cannot take short segments from original content and edit those pieces together for a composite submission in the craft category.

Distribution

The process of getting video content from a producer to a viewer. This may include being broadcast on a television or cable station, streamed on a website or app, posted on a company website or social media account.

Double-Dipping

Any entry submitted in its entirety in more than one content category or instance of any entrant submitting work in an attempt to be recognized more than once for performing the same job function for the same content.

See specific examples of double-dipping in the RULES section of this Call for Entries.

Eligibility Window

Period of time in which any content must have been produced to be eligible for entry in this regional Emmy® Awards contest. This window varies among NATAS chapters and will be prominently displayed in each Call for Entries.

Emmy® Award

The most prestigious peer-judged award recognizing excellence in professional achievement with annual awards of merit in the television industry through extensive, confidential peer review of broadcast work and related media.

Entrant

Individual whose work has been submitted for consideration in a regional Emmy® Award contest.

Excerpt

A continuous segment or section from longer content, excerpts are used to bring longer content to the specified category time limit.

Feature

While still journalistic in nature, this content takes less of a hard news tone while incorporating strong storytelling. It may be a serious or lighter subject. The story construction and personality

of the interviewees are highlighted in a feature story. Feature news stories often run a bit longer and may not have an immediate time peg.

Hard News

Classic, fact-gathering and reporting. Should include a news hook and timely peg.

Infomercials

A program or long form content that promotes a product, service or idea and includes a call to commerce.

Job Title vs Role on Entry

Job title is the word or words under your name on a business card that indicate(s) what job position you hold within the organization for which you work.

Role on Entry is the particular function you performed on an Emmy® Award entry.

Many of these are similar or even the same (Producer, Photographer, Editor) while some job titles (Executive Producer, Chief Creative Officer, Assignment Desk Editor) don't directly translate to a tangible job function performed during the production process. Entrants often perform roles on an entry that aren't a part of their job title (a producer who edits, a director who writes, a photographer who lights the set, an editor who produces.)

For the purposes of regional Emmy® Award statuette eligibility, *Role on Entry* is the determining factor over *Job Title*.

Journalistic / Journalistic Coverage

Method of coverage that considers all sides fairly, reporting without bias or persuasion.

Key Contributor

One whose work on a production was significant enough to be considered eligible for a regional Emmy® Award statuette. In the estimation of the entry submitter, the entry would not have been award-worthy without this person's contributions.

Long Form Content

Video production that exceeds 10 minutes in length. These subcategories are the intended home for content that previously would have been submitted in Program categories or sub-categories, as well as longer segment or feature categories or sub-categories and online content that meets other eligibility criteria.

Member

One who has completed the membership process in one of the 19 regional NATAS chapters. (*Membership is not required to enter regional Emmy® Awards contests*)

NATAS

The National Academy of Television Arts & Sciences (NATAS) was founded in 1955. It is dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award.

Regional Emmy® Awards are given in nineteen regions across the United States. National Awards are given for Daytime Entertainment, News & Documentary, Community Service, Sports and Technology & Engineering.

Beyond awards, NATAS has extensive educational programs including Regional Student

Production Awards for outstanding journalistic work by high school students, as well as scholarships, publications and major activities for both industry professionals and the viewing public.

National Awards

The Daytime, News & Documentary, Community Service, Sports and Technology & Engineering Emmy® Awards contests are held annually and open to all entrants whose work meets eligibility criteria.

National Awards Committee

As outlined in the NATAS bylaws, this group of people administers the policy and structure of the National and Regional Emmy® Awards process. Its membership consists of representatives from each of the National Awards constituencies as well as regional/chapter reps.

News Series

Multiple reports that build on the same subject or news story.

One-Time Special

A stand-alone program or content that is not part of a larger series of content.

Original Air Date

The date that content was first made available (aired or otherwise distributed) to the general public.

Peer Judging

The process by which Emmy® Awards entries are reviewed by professionals of like disciplines for the purpose of determining award-worthiness. Entries are judged against a standard of excellence and not each other.

Podcast

A digital audio file made available on the Internet for downloading to or streaming on a computer or mobile device. Audio-only Podcasts are not eligible for Emmy® Award consideration. Podcasts that also include a video element would be eligible for regional entry as long as they are in compliance with all other requirements.

Primary Interest

A term used to help determine eligibility of content for regional Emmy® Awards contests. This was previously used as the standard of eligibility, but has been replaced with the phrase “produced and intended for a regional or local audience,” as the National Awards Committee determined this was more effectively measured and determined.

Program

A traditional content format used in broadcast and cable television. In order to be more inclusive of content delivered via non-traditional means, the term Long Form Content is being used in most applications that were previously referred to as Programs. Certain categories (Documentary, Sports Program, Magazine Program) have retained the term where the traditional definition remains applicable.

Program Series

Multiple episodes of a program with similar subject matter or an overall unifying theme.

Recipient

One who receives a regional Emmy® Award. As regional entries are judged against a standard of excellence and not each other, there may be no recipient, one recipient or more than one recipient in a given category. Honorees in the National Emmy® Award contests are referred to as “winners” since only one entry is awarded in each category, with the exception of ties.

Regional Awards Manual

The document that sets forth the rules and available categories for each regional chapter’s Call For Entries. It also includes a section of Chapter Guidance and this Glossary of Terms.

Segment

A section of video content that could be part of a program or entry.

Series

Multiple installments of similar and related content.

(also see: News Series and Program Series)

Short Form Content

Video production that is no more than 10 minutes in length. These subcategories are the intended home for content that previously would have been submitted in Program Feature or Segment categories or sub-categories, as well as online content that meets other eligibility criteria.

Single Shift

This is defined as the between which a work shift begins and ends (could be a normal work shift or an extended, breaking-news type of shift). This term is replacing the previously-used “within 24 hours” as a way to separate longer term projects and productions from those completed within one work shift. A story assigned one day but researched, scheduled, and shot over another day or multiple days, should be submitted in a “no time limit” category.

Student Production Awards

Crystal pillars presented to recipients of separate contests among high school and college students, with the intention to recognize outstanding student achievements in production. Rules and category options for Student Production Awards are outlined in the Regional Awards Manual.

Student Productions

Content conceived and created by full-time students at a university, college, technical/vocational school or high school. Student Productions may not include any professional services and faculty involvement can only be advisory.

Submission Length

Exact runtime of an entry video.

Submitter

Person who completes the process of entry in a regional Emmy® Award contest. This person may also be an entrant but is not required to.

Syndicated

Content that is licensed for distribution on multiple broadcast or online outlets and available for consumption in multiple geographic locations.

Time Limit

The maximum amount of time allowed. A chapter call for entries will include two (2) types of time limits: Entry Time Limit and Production Time Limit.

Entry Time Limit: maximum length allowed for an entry, this varies among categories

Production Time Limit: maximum length allowed to produce an entry, which may be indicated in hours or the term Single Shift.

Unique and Creative Treatment

When an entry includes previously produced material, it is only eligible if its use is significantly different from any previous use of the same material

NEWS CONTENT

News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities.

Producers should be the primary entrants for these categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

NEWSCASTS

101. Newscast - Morning/Daytime/Evening

For excellence in a regularly scheduled newscast. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Post edits are not permitted except for the removal of commercials. For newscasts that exceed the 30 minute category time limit entrant may submit up to 3 excerpts.

NEWS GATHERING

102. Daily News Report (single shift)

For excellence in coverage of a single news story or topic which is shot, edited and aired within one work shift. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Time Limit: 10 minutes.

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

103. Hard News Report (no time limit)

For excellence in coverage of a single hard news story or topic which has no time limit for its preparation. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Time Limit: 10 minutes.

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

104. Breaking News

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry must be one continuous report as originally broadcast or streamed. Entry may include live or taped elements or a combination of both. Time Limit: 15 minutes.

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

105. Continuing Coverage

For excellence in coverage of a single, evolving news topic through an extended number of reports distributed over a time period exceeding 24 hours. Entries will be judged in part on story advancement. Entry should be a composite of at least two (2) reports as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Time Limit: 30 minutes

NOTE: Continuing coverage entries typically consist of an establishing report followed up by additional reports that show how the story has evolved and changed with new revelations or sidebar stories over a longer period of time, such as days, weeks or months.

106. Investigative

For excellence in a single report focused on a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation and the impact of the reporting, which may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form. Time limit: 15 minutes.

NOTE: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story Investigative Report.

News Feature

For excellence in reporting of feature news stories or topics. Features are generally defined as stories that have a personal, emotional or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story. Multiple Report entries may include either several reports on the same feature topic, or several reports from an ongoing branded feature news series and must include a minimum of two (2) and no more than five (5) reports.

Single Report Time Limit: 10 minutes.

107. Light Feature (Single Report)

108. Serious Feature (Single Report)

SPECIALTY CONTENT

Producers should be the primary entrants for Specialty Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

News content is only eligible in the appropriate News subcategories.

For single News and Short Form Content entries, the original video and submission length must not exceed 10 minutes.

For Long Form Content entries, the original video must be longer than 10 minutes. Submission length may not exceed 30 minutes. No more than three (3) excerpts may be used to bring longer content to the 30-minute time limit. Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

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.

Arts/Entertainment

For excellence in news or journalistic coverage of general entertainment, variety or visual and performing arts.

201. News

For excellence in content about general entertainment, variety or visual and performing arts.

202. Short or Long Form Content

Business/Consumer

For excellence in news or journalistic coverage of business, finance, consumer affairs or economic topics.

203. News

For excellence in content about business, finance, consumer affairs or economic topics.

204. Short or Long Form Content

Crime

For excellence in news or journalistic coverage of crime, violations of the law or criminal justice related topics.

205. News

For excellence in content about crime, violations of the law or criminal justice related topics.

206. Short or Long Form Content

Education/Schools

For excellence in news or journalistic coverage of schools, teaching or education related topics.

207. News

For excellence in content about schools, teaching or education related topics.

208. Short or Long Form Content

Children/Youth (12 and under)

For excellence in news or journalistic coverage that is of interest and value to a target audience 12 years of age or younger.

209. News (single shift)

For excellence in content that is of interest and value to a target audience 12 years of age or younger.

210. Long Form Content

Environment/Science

For excellence in news or journalistic coverage of environmental impact issues, science or related topics.

211. News

For excellence in content about environmental impact issues, science or related topics.

212. Short or Long Form Content

Health/Medical

For excellence in news or journalistic coverage of health or medical related topics.

213. News (single shift)

For excellence in content about health or medical related topics.

214. Long Form Content

Historical/Cultural

For excellence in news or journalistic coverage about historical or cultural related topics.

215. News (single shift)

For excellence in content about historical or cultural related topics.

216. Long Form Content

Human Interest

For excellence in news or journalistic coverage of stories that appeal to the human spirit.

217. News (single shift)

For excellence in content that appeals to the human spirit.

218. Short Form Content

219. Long Form Content

Lifestyle

For excellence in news or journalistic content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.

220. News

For excellence in content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.

221. Short or Long Form Content

Military

For excellence in news or journalistic coverage of military related topics.

222. News (single shift)

For excellence in content about military related topics.

223. Short Form Content

Politics/Government

For excellence in news or journalistic coverage of political, civil or government related topics.

224. News (single shift)

For excellence in content about political, civil or government related topics.

225. Short Form Content

Societal Concerns

For excellence in news or journalistic coverage of current issues of societal concern, community or immediate public interest.

226. News (single shift)

For excellence in content about current issues of societal concern, community or immediate public interest.

227. Long Form Content

Weather

For excellence in news or journalistic coverage of weather related topics.

228. News

For excellence in content about weather related topics.

229. Short or Long Form Content

230. Weathercast

For excellence in an anchored weather segment from within a newscast.

SPORTS CONTENT

Producers should be the primary entrants for Sports Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Sports News content is only eligible in the appropriate News subcategories.

For Short Form Content and Sportscast entries, the original video must not exceed 10 minutes.

For Long Form Content and Program entries, the original video must be longer than 10 minutes and submission length may not exceed 30 minutes (exception: Sports Documentary). No more than three (3) excerpts may be included to bring longer content to the 30-minute time limit (exceptions: Sports - One-Time Special and Sporting Event/Game Live Broadcast.) Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

Sports Story

For excellence in news or journalistic coverage of sports, athletes, coaches and other related topics.

301. News Feature

302. Sportscast

For excellence in an anchored sports segment from within a newscast.

303. Sports Program – Live

For excellence in a sports program or series that is live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast, including but not limited to pregame and postgame shows surrounding live sporting events. Entry may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may not have post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

304. Sports Program – Post-Produced or Edited

For excellence in a daily or weekly sports program or sports series (non-news). Entry must have, as its basis, special coverage not to be taken from a newscast. Content in these programs is post-produced and heavily edited. Entry may have no post-broadcast edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

305. Sports – 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, recorded live or post-produced. Entry should have no post edits except for the removal of commercials. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute time limit.

NOTE: examples might include content surrounding regional coverage of the Kentucky Derby, Boston Marathon, Hockey Day Minnesota or High School Football Championship Preview.

306. Sports Documentary

For excellence in a creative, in-depth treatment of a sports topic presented in a factual and informative manner. Time limit: 60 minutes.

307. Sports Interview/Discussion

For excellence in content consisting of sports interview/discussion content that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and interviewee(s) are visible on camera and engaged in discussion.

308. Live Sporting Event/Game

For excellence in production of a single program or series, (live or recorded live) sporting event or game. A composite is required and should include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. Series entries must have something that makes it a series (an actual baseball series, playoff series, season series between teams, etc.) Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute time limit.

PROGRAM CONTENT

Producers should be the primary entrants for Program Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

Unless otherwise noted, the time limit for any program or long form content category is 30 minutes. A maximum of three (3) segments/excerpts is permitted to bring longer programs to the required entry time limit. For program or long-form series entries, the entry must include excerpts from at least two (2) episodes from the series.

Documentary

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.

401. Cultural

402. Historical

403. Topical

404. Magazine Program

For excellence in a program or series consisting of various stories of regional interest designed to entertain and inform.

405. Public Affairs Program

For excellence in a program or series that focuses on current community, social or political issues that are of general public interest or concern.

406. Special Event Coverage

For excellence in coverage of a one-time-only, anticipated community or entertainment event such as a parade, holiday fireworks or a funeral procession. Entry may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material, with no post edits.

407. Interview/Discussion

For excellence in content that consists of interview/discussion material that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera and engaged in discussion.

408. Branded Content

For excellence in a complete, stand-alone, content-based program which tells a story and includes some visual branding, product placement or overt mention of the entity at the center of the production. For example, a medical program produced by/for a hospital. Program may not contain a call for commerce. Website URLs or requests to follow social media accounts do not constitute calls for commerce. *Program length commercials (infomercials) are not eligible.*

SPOT ANNOUNCEMENTS

For excellence in promotional, commercial or public service announcements. Entries must be regionally conceived, produced and distributed. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. **Spots may be 5 seconds to 2 minutes in length**, except for the Promotional Trailer category. If a campaign is entered, a maximum of five (5) spots may be included which are edited together for a single video upload. If a campaign is entered, no spots from that same campaign may be submitted in a single-spot category.

Public Service Announcement

For excellence in announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or organizations.

501. Single Spot

502. Campaign

Promotion

For excellence in announcements that promote news departments within television stations, newspapers or online news reporting entities and/or content produced by those entities. This includes promotion of or teases for specific news stories, breaking news or weather, sports content within newscasts, news specials, news image and on-air news/weather/sports anchors and reporters.

503. News Promotion – Topical (Single Spot)

504. News Promotion – Image (Single Spot)

For excellence in announcements that promote content produced outside the news department. This includes spots that promote a broader station/company image as well as regionally produced spots for network, local and/or syndicated programming.

505. Program Promotion (Single Spot)

506. Image Promotion (Single Spot)

507. Sports Promotion

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

Commercial

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Program length commercials (infomercials) are not eligible.

508. Single Spot

509. Campaign

SPECIAL ACHIEVEMENT AWARDS

(Single Recipient)

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

601. 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 excerpt and 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. **Time limit: 30 minutes.**

NOTE: This category is exempt from double-dipping rules.

602. 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 excerpt and 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. **Time limit: 30 minutes.**

NOTE: This category is exempt from double-dipping rules.

603. Community Service

Awarded to the individual most responsible for excellence in programming; whether news or non-news, involving the entire company in a continuing effort to focus interest on and marshal support for a worthy community cause or causes. Entry should emphasize the depth, breadth, duration and efficacy of the efforts and must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Composite entries are allowed, but entry is exempt from the excerpt and composite limits. Entry should include a one-page, written synopsis. **Time limit: 30 minutes.**

NOTE: This category is exempt from double-dipping rules.

CRAFT ACHIEVEMENT

For excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft or a composite of material as originally distributed. While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries in the same craft category. Craft awards are intended for hands-on craft persons, not those who supervise craft persons. Time Limit: 15 minutes (unless otherwise indicated.)

Talent

For Anchor categories only: A segment is an excerpt from a news program (newscast, news special, breaking news, etc.) with the material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment can include material from only ONE news program: think of this as "five segments equals five changes of clothing" rule. Entrants may not cherry-pick short segments from various points throughout the program and edit those together; that would be a montage. It's allowed, but not required, for the co-anchor's and reporters' video to be edited out of a segment. Anchor entries may include examples of studio anchoring, field anchoring, specials, breaking, etc., but NOT reporter packages (if an anchor also does reporter packages, they must enter those in one of the reporter categories.)

- 701. Anchor – News**
- 702. Anchor – Weather**
- 703. Anchor – Sports**
- 704. Reporter – Investigative**
- 705. Reporter – Specialty Assignment**
- 706. Reporter – Sports**
- 707. Performer/Narrator**
- 708. Program Host/Moderator/Correspondent**

Writer

NOTE: Script preferred for all writer categories.

- 709. News**
- 710. Sports**
- 711. Long Form Content**

Director

- 712. Live or Recorded Live (PL Track is Preferred)**
- 713. Newscast (PL Track is Preferred)**
- 714. Sports (PL Track is Preferred)**
- 715. Long Form Content**

Editor

- 716. News - No Production Time Limit**
- 717. Sports - No Production Time Limit**
- 718. Long Form Content (longer than 10 minutes)**

Photographer

- 719. News - No Production Time Limit**
- 720. Sports - No Production Time Limit**
- 721. Long Form Content (longer than 10 minutes)**

722. 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.

Graphic Arts

Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible. Graphics Composites may include more than 5 examples of work, for up to five minutes of entry video, as long as each example is separated by one second of black and there is no other post-production to the entry.

- 723. Motion Graphics**
- 724. Motion Graphics – News**

725. Audio

726. Lighting

727. Technical Achievement

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition. In addition to the video, entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. Time Limit: 30 minutes.