

HEARTLAND CHAPTER EMMY® AWARDS 2012 CALL FOR ENTRIES

ELIGIBILITY AREA

The eligibility area for the Heartland Regional Emmy® Awards includes the following markets: Denver, Oklahoma City, Tulsa, Wichita/Hutchinson, Omaha, Colorado Springs/Pueblo, Lincoln/Hastings-Kearney, Topeka, Grand Junction/Montrose, Cheyenne/Scottsbluff, Durango and North Platte.

ELIGIBILITY DETAILS: Please refer to the General Rules in this document starting on page 14

ELIGIBILITY PERIOD: January 1, 2011 – December 31, 2011

DEADLINE FOR RECEIPT OF ENTRIES: Friday, February 3, 2012 at 5PM Mountain Time

THREE STEPS TO ENTERING: the entire entry process is found at www.emmyawards.tv

1. Renew your membership (or become a member if you're not already). This will enable you to receive the lower "member" entry fee and it will save money overall. If you've ever been a member, please *renew* rather than submit a new membership form; just call the office for your password and membership ID. Can you enter without becoming a member? Yes, certainly, but the fees are much higher
2. Fill out and submit the online "paperwork" for your entry, to acquire the *unique Entry ID Number* for that entry. Be sure to include all the names of the entrants on this form. Pay for the entry at this time. You'll receive an email confirmation of your entry, with the Entry ID Number on the form
3. Upload your video or label and mail your DVD. You don't get to choose between upload and DVD; it's pre-determined by the category you're entering. Categories with an entry-length requirement of 60-minutes or more will require a DVD; all others require video upload. Upload instructions are on our website: just follow the directions. DVD instructions are on page 16 in the General Rules

ENTRY FEES: Tiered by Market Size for NATAS members

National Academy Members

Station Excellence: \$300

All other Categories, **Markets 1-49**, primary entrant.....\$75

All other Categories, **Markets 1-49**, per add'l name.....\$45

All other Categories, **Markets 50-99**, primary entrant.....\$60

All other Categories, **Markets 50-99**, per add'l name.....\$45

All other Categories, **Markets 100+**, primary entrant.....\$50

All other Categories, **Markets 100+**, per add'l name.....\$45

Student Achievement.....\$60 (processing fee)

Non-Members

Station Excellence: \$300

All other categories, primary entrant \$175

All other Categories, per add'l name \$125

Student Achievement \$60 (processing fee)

WHAT ELSE?

- **DVD entries will be mailed to:** NATAS-Heartland, 1247 Eureka Court, Highlands Ranch, CO 80126. Use a padded envelope to avoid breakage!
- Groups submitting more than 10 entries must include a Master List, with entries, entrants and fees/payment allocation
- Categories that receive only 1 or 2 entries will be merged with the most closely related category for purposes of judging and awards.
- **Changes/corrections/additions to the original entry form will incur a \$35 reprocessing fee.**
- Entrants are responsible for the correct spelling of all information on the entry form; a list of **all entrants will be posted on the website in March** – please proof your entries for typos to avoid reprinting and/or re-engraving nomination certificates and statuette nameplates. Changes may be made through May 15.
- The Heartland Chapter will permit **NO changes** in the listing of entrants after the announcement of nominees.
- All entries must reflect the highest standard of journalistic ethics, including accuracy and truth.
- Submission of an entry constitutes permission for the Heartland chapter of NATAS to telecast, Webcast or screen the entry, or portions of the entry, as part of the Emmy[®] awards competition, promotion and/or program. Winning entries may be made available to NATAS members and/or potential entrants for viewing. NATAS retains all rights to any Webcast, telecast, video recording, audio recording or photographs of the Emmy[®] awards presentation and any use of the material without written permission is strictly prohibited. Clips from the telecast of the Emmy[®] awards, however, may be used in newscasts.

NOTE: We allow up to 12 names on the entry form, so that 12 people per entry are eligible for statuettes. The first six names must be paid for at the time the entry is submitted. Names 7-12 will be held in reserve, so that if the entry wins, those names will be eligible to *purchase* an individual statuette after the show, at a cost of \$250/statuette.

NOMINATIONS ANNOUNCED: June 2012 via Heartland NATAS website: www.emmyawards.tv. Nomination certificates will be mailed to nominees upon request.

EMMY[®] AWARDS SHOW -- Saturday, July 21, 2012: Seawell Grand Ballroom, Denver, and Will Rogers Theatre, Oklahoma City

***** ENTRY FAQs *****

What's the Double-dipping rule?

A. The same program or segment may be entered only once in the awards, regardless of the category. Any entry that airs as both a multi-part series and as a full-length program may be entered only once in the competition in either form, regardless of the amount of new material added. A multi-episode program or series may only be entered in one category, not separate categories depending on the content of each episode.

B. An individual can only be recognized once for performing the same job, utilizing the same program content. For example, a Producer cannot enter the same material as both a full program and then parts of the same entry in the segment category. Nor can they enter the same material in both news and program categories. Craft persons, such as writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the *content* of the program or segment, and have the permission of the primary producer. If a craft person does enter in a program category, they are prohibited from entering the same piece again in their respective craft category.

The only exception to this rule is when a craft person performs multiple jobs on an entry; for example if they served as photographer and writer on the program. Then, they would be eligible to enter both in photographer and in writing. Under this example they could be recognized twice, as photographer and writer, since those are deemed separate job functions.

What categories are DVD and which are Upload?

Categories with a 60-minute entry length are DVD; all others are Upload. The DVD categories are: all Newscast, all Documentary, Station Excellence, News Excellence and Community Service. All other categories are Upload, and will also be judged online.

What do I include with my DVDs?

Submit two copies of a complete entry form (not the email version, please! Use the "printable version" link on the email to create 2 clean copies), the applicable fees, and two DVDs per entry (labeled with Entry ID number and title of entry). Use a box or padded envelope when mailing; hand deliver in a large envelope. Do not staple your entry forms, or stuff them into the DVD sleeves. Include proof of payment.

What do I put on my entry?

Entries must be submitted exactly as transmitted, i.e. what the viewer saw. Previously broadcast or syndicated material may not constitute more than 1/3 of an entry and must be clearly indicated on the entry form. Additional audio and video material may not be added. Editing, or other post production is not allowed. All commercials must be edited out *leaving 1 to 2 seconds of black between segments*. Do not use color bars or slates.

Composite Entries

A composite is a sampling of segments, which convey to a judging panel the scope, breadth or range of an entry. Crafts Achievement categories may be composites (but it is not required) unless otherwise noted, containing samples of 2 or more different pieces of work exactly as aired. To differentiate between pieces, lay 1 to 2 seconds of black before the next piece begins. No additional effects or music are allowed. **REQUIRED: list each segment of your composite in the order in which it appears** on your entry; use the Description field.

Any new categories this year?

YES! In the program area we've added Interstitial and Religious Program. In the news area we've added Religious News Story. We added another Commercial category. In the crafts area we've added Video Essay to the Photographer section. And there are now 5 separate categories in the Student Achievement section.

HEARTLAND REGIONAL EMMY® AWARD CATEGORIES

2012

Program entries may be entered in only one programming category. In programming categories, an entry is defined as a single program or segment or, in the case of news, one story or a series of stories directly related to each other.

A maximum of three edits is permitted to bring longer program entries to the stated entry time.

NEWS PROGRAMMING

One Award, more than one Award, or no Award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For any entry designated as a series, a minimum of two segments must be included. Entrants must be individual names, not the all-encompassing word "staff."

1. Newscast - Morning (12am-10:59am) SUBMIT ENTRY ON DVD

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled morning newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

2. Newscast - Daytime (11am-4:59pm) SUBMIT ENTRY ON DVD

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled daytime newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

3. Newscast – Evening (5pm-11pm) SUBMIT ENTRY ON DVD

- A. Larger Markets** (1-49)
- B. Medium Markets** (50-99)
- C. Smaller Markets** (100+)

For excellence in a regularly scheduled evening newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

NEWS GATHERING

4. General Assignment Report

A. Within 24 Hours

For excellence in coverage of a single news story or topic aired within a regularly scheduled newscast which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements. Time limit: 10 minutes.

B. No Time Limit

For excellence in coverage of a single or multi-part news story or topic aired within a regularly scheduled newscast or newscasts, which has no time limit for its preparation. Entry may include live and/or taped elements. **Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere.)** Time Limit: 10 Minutes

5. Breaking News

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

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

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

6. Spot News

For excellence in coverage of a single unanticipated news event that is shot edited and produced within 24 hours on a newscast. Entry may include multiple live and/or taped elements and online content. Elements of a related Breaking News entry may be included in a Spot News entry but not in their entirety. Time Limit: 15 continuous minutes of one news story.

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

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

7. Continuing Coverage

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. Elements may include segments from within or outside of a regularly scheduled newscast including those presented online. At least three segments should be entered to show the overall coverage of one news story over a longer period of time. Time Limit: 30 Minutes

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

8. Investigative Report

- A. Single Story** (one report, no follow-up)
- B. Series**

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

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

9. Feature News Report

- A. Light Feature**
- B. Light Series**

For excellence in reporting of a single or multi-part feature news story or topic aired within a newscast. Time limit 10 minutes. Series time limit: 15 minutes.

NEWS SPECIALTY

One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit. Except where noted, **composite entries not allowed.**

10. Business/Consumer: News Single Story

For excellence in coverage of business, finance, consumer affairs or economic topics. Time limit: 10 minutes.

11. Politics/Government

- A. News Single Story**
- B. News Series**

For excellence in coverage of political, civil or government issues or subject matter. Time limit 10 minutes. Series time limit: 15 minutes.

12. Specialty Assignment Report

- A. News Single Story**
- B. New Series**

For excellence in coverage of special interest information that consists of on-going segments involving specialized reporting expertise (i.e., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.). Time limit 10 minutes. Series time limit: 15 minutes.

13. Sports

- A. Sportscast**
- B. News Feature**

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

14. Religion - News Single Story

For excellence in coverage of subject matter of a religious or spiritual nature. Time limit: 10 minutes

PROGRAM SPECIALTY

One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit. Except where noted, **composite entries are not allowed.**

15. Arts/Entertainment: Program/Special

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

16. Business/Consumer: Program/Special

For excellence in a program, series or special that covers business, finance, consumer affairs or economic topics. Time limit: 30 minutes.

17. Children/Youth/Teen: Program/Special

For excellence in a program, series or special that covers issues of specific interest to a target audience 18 years of age and under. Time limit: 30 minutes.

18. Politics/Government: Program/Special

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

19. Weather: Program/Special

For excellence in a program, series or special that covers weather related topics or subject matter. Time limit: 30 minutes.

20. Sports

A. Program Series

For excellence in a scheduled daily or weekly sports program, or for coverage of a one-time only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a scheduled newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit: 30 minutes.

B. One-Time Special

For excellence in a one-time sports related special program that is not part of a scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. Time limit: 30 minutes.

21. Sporting Event/Game – Live/Unedited

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

22. Religion: Program/Special

For excellence in a program, series or special that covers subject matter of a religious and/or spiritual nature. Time limit: 30 minutes.

PROGRAM

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit. If preferred, long-format programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program. Composite entries are not allowed.

23. Documentary SUBMIT ENTRY ON DVD for all Documentary Categories

- A. Cultural**
- B. Historical**
- C. Topical**

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

24. Historic/Cultural Program Feature/Segment

For excellence in a feature or segment from a program, series or special that covers historical, cultural and/or ethnic issues or topics. Time limit: 10 minutes.

25. Interview/Discussion: Program/Special

For excellence in a program, series or special consisting of interview/discussion material that is at least 75% unscripted. Time Limit: 30 minutes.

26. Magazine Program

A. Program/Special

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

B. Feature/Segment

For excellence in a feature or segment from a program, series or special consisting of various stories of regional interest designed to entertain and inform. Time limit: 10 minutes.

27. Informational/Instructional

A. Program/Special

For excellence in presentation of stories from a program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Time Limit: 30 minutes.

B. Feature/Segment

For excellence in a feature or segment from a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject. Time limit: 10 minutes.

28. Public/Current/Community Affairs

A. Program/Special

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

B. Feature/Segment

For excellence in a feature or segment from a program, series or special on current issues of societal concerns, social ills, community or general public interest. Time limit: 10 minutes

29. Special Event Coverage (other than News or Sports)

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 70% live material. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.)

30. Interstitial

For excellence in non-commercial "filler" programming between two programs where commercials are not permitted; such as city, county, state or public broadcasting stations. Time limit: A minimum of 2 minutes up to 10 minutes

SPOT ANNOUNCEMENTS: NEWS & PROGRAM

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

31. Community/Public Service (PSAs)

- A. Single Spot**
- B. Campaign**

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

32. Promotion

A, B, C, D: NEWS ONLY: For excellence in announcements that promote a **news** image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

- A. News Promo - Single Spot**
- B. News Promo - Single Spot/Same Day**
(Daily news topicals produced, start to finish, within 6 hours)
- C. News Promo – Campaign**
- D. News Promo - Image**

E, F, G, H: PROGRAM (NON-NEWS) ONLY: For excellence in announcements that promote **non-news programming**. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

- E. Program Promo – Single Spot**
- F. Program Promo – Campaign**
- G. Program Promo - Sports**
- H. Program Promo - Image**

33. Commercial

- A. Single Spot**
- B. Campaign**

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Spots may be between :05 and 5:00 in length. Program length commercials (infomercials) are not eligible.

SPECIAL ACHIEVEMENT

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry. Entrants must be individual names, not the all-encompassing word "staff."

34. Station Excellence SUBMIT ENTRY ON DVD

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. *The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added.* Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements. **Entry length shall not exceed 60 minutes.**

35. News Excellence SUBMIT ENTRY ON DVD

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. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Entry should include a one-page, written synopsis. **Entry length shall not exceed 60 minutes.**

36. Community Service SUBMIT ENTRY ON DVD

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. Entry should emphasize the depth, breadth, duration and efficacy of the station effort, 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. Entry should include a one-page, written synopsis. **Entry length shall not exceed 60 minutes.**

37. Journalistic Enterprise

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a maximum of 5 different stories. The airdate and length of each story must be submitted with the entry. Time limit 30 minutes.

38. Interactivity

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

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

CRAFTS ACHIEVEMENT: NEWS & PROGRAM

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

Composite entries must adhere to all guidelines: the “1-2 seconds of black” rule will be enforced to prohibit post-production; composite entries must list the segments in the entry (use the “description” area of the entry form). For non-composite entries, a maximum of three edits is permitted to bring longer program entries to the required entry length.

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

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

39. Audio

40. Musical Composition/Arrangement

41. Director: Live, Live to Tape, or Post-Production

42. Editor

- A. Program**
- B. News - Within 24 Hours**
- C. News - No Time Limit**
- D. Sports**
- E. Short Form – (Promos, PSAs, Commercials, Opens, etc.)**

43. Graphic Arts

A. Program

For excellence in graphics created for a non-news program or series. May include opens, closes, transitions, interstitials, lower thirds, etc.

B. News

For excellence in graphics created for a news program or series. May include opens, closes, transitions, interstitials, lower thirds, etc.

44. Lighting

45. On-Camera Talent

- A. Anchor - News**
- B. Anchor - Weather**
- C. Anchor - Sports**
- D. Commentator/Editorialist**
- E. Performer/Program Host/Moderator**
- G. Narrator**
- H. Reporter – Live (no packages)**

46. Photographer

- A. Program**
- B. News**
- C. Sports (Single Camera Only)**
- D. Video Essay (no narrator or host):** For excellence by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist, editor, and producer, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category.

47. 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 so unique and noteworthy as to warrant special honor and recognition. Entry should include a one-

page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. Entry limited to 30 minutes.

48. Video Journalist

For excellence by a single individual, covering a single or multi-part story or topic. The video journalist acts as a cross-discipline producer, serving as photojournalist, editor, writer, talent and producer for the story. Entry may not be submitted in any other craft or program category.

49. Writer

A. Program

B. News

50. News Producer

Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere.

STUDENT ACHIEVEMENT AWARDS

ELIGIBILITY & ENTRY NOTES:

- Programs or program segments conceived, produced and executed by students at a university, college or technical/vocational school within the Chapter's designated award area are eligible for student award consideration.
- Returning students who previously worked as professionals are not eligible. No professional services may have been employed in the production of the entry. Faculty involvement can only be advisory.
- Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
- Students who perform *professional* work may enter their work in our professional awards competition, provided they meet all eligibility requirements.
- No entry may be submitted to more than one Chapter's awards. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
- A crystal pillar is awarded in this area for excellence in a program or segment produced and executed by students at a university, college or technical/vocational school during the eligibility year. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate
- Entries must be submitted on DVD. Entry must be validated by a professor/teacher.

51 A. Newscast

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

51 B. Long Form Fiction

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. 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: Entry must run a minimum of ten minutes and a maximum of 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to submit two 15 minute unedited segments that best exemplify the total work.

51 C. Long Form Non-Fiction

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single non-fictional 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: Entry must run a minimum of ten minutes and a maximum of 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to submit two 15 minute unedited segments that best exemplify the total work.

51 D. Sports: Live Event

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

51 E. Community/Public Service (PSAs)

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

General Rules

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

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

Broadcast entries must have been produced for the Chapter's designated awards area and must have had their first transmission in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (see exceptions).

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

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

Entries which are broadcast only on a **Super Station** and which are specifically designed *exclusively for their local market* may be accepted for regional judging, even if the retransmitting of the station's signal by cable systems make it available to more than 50% of the American television households. This may include regional newscasts or programs dealing with issues specifically related to the local community. Entries dealing with national news or entries dealing with subjects of general interest beyond the local market are not eligible for regional judging. The Chapter's Awards Committee may resolve questions of eligibility for such entries. Petitions, in writing, can also be forwarded to the National Awards Committee for final review and judgment. Works accepted for regional judging under this exception may not be submitted for National consideration.

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

Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute. Entries must be submitted as originally shown. There may not be any post-broadcast changes except as noted in the category descriptions.

No entry may be submitted to more than one Chapter's awards. Different episodes from the same series can only be entered in one Chapter's awards.

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 award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award recipients may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

EXCEPTIONS TO THE 50% RULE:

1. Local station news coverage that may receive national exposure should

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

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

COMPOSITES: A composite is defined as a sampling of two or more representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. Demo reels or montages are not allowed. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift.

DOUBLE-DIPPING: The same program or segment may be entered only once in the awards, regardless of the category. Any entry that airs as both a multi-part series and as a full-length program may be entered only once in the competition in either form, regardless of the amount of new material added. A multi-episode program or series may only be entered in one category, not separate categories depending on the content of each episode.

An individual can only be recognized once for performing the same job, utilizing the same program content. For example, a Producer cannot enter the same material as both a full program and then parts of the same entry in the segment category. Nor can they enter the same material in both news and program categories. Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter in a program category, they are prohibited from entering the same piece again in their respective craft category.

The only exception to this rule is when a craft person performs multiple jobs on an entry; for example if they served as photographer and writer on the program. Then, they would be eligible to enter both in photographer and in writing. Under this example they could be recognized twice, as photographer and writer, since those are deemed separate job functions.

LANGUAGE OTHER THAN ENGLISH: Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

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

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

JUDGING PROCEDURE: Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than 5 judges who shall be certified as

peers. No more than **3** judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.

NON-COMPETITIVE JUDGING: Entries are judged against a standard of excellence and do not compete against each other. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

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

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

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

ENTRY FORMAT (for non On-line judging):

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

The following guidelines shall apply:

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

A one page written description may accompany each entry submission.

ENTRY FORMAT (for On-line judging):

Depending on the decision of a Chapter, award entries can also be accepted through Emmy® Express for on-line judging. Please follow the Chapter's on-line rules for uploading an entry; along with detailed instructions on how to be certified to be a peer judge, and the individual requirements needed for judging assignments.

AWARD OWNERSHIP: Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and The National Academy of Television Arts and Sciences, even if an employer pays entry fees. Stations, studios and production companies may order a commemorative statuette for public display at their place of business (up to a maximum of three per winning entry). The statuette is engraved the same as an actual Emmy® Award, with the word "commemorative" added on the rear of the statue.

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

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

PROMOTION: 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 Heartland Regional Emmy® Award. The Recipient of a nomination or an Emmy® Award may refer in advertising and publicity to the fact that they have been honored for one year after the recognition was bestowed. They may use a replica of the Emmy® statuette in such advertising. The statuette itself may not be reproduced or used in any other commercial manner without written permission from NATAS. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

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