



# ...and now this!

## Inside this issue:

Getting your program on television

61<sup>st</sup> annual Technology and Engineering Emmy Awards

In memoriam

## The National Television Academy *Heartland Chapter*

A HAPPY  
NEW YEAR

January 2010

## 2010 Heartland Chapter Emmy Awards Call for Entries now open!

The 2010 Call for Entries is now accepting entries. Please note we've got several new categories available this year. Look for:

- Business/Consumer (News and Program)
- Public/Current/Community Affairs Program
- News Excellence
- Weather Program
- Feature/Segment Program categories

### New this year

This year, we're requesting **two copies of your DVD** for each entry: one to send to the judges, and one to use in putting together the video for the Emmy show.

Why? Each year as we prepare to edit the show, we find that in many cases entries were not returned or they were lost.

We've found that most NATAS chapters have now adopted this format. It is also much easier on our Fearless Panel Leaders because they won't have to return the DVDs when the judging is completed.

### Where are the Advanced Media categories?

Simply put, they were no longer needed. Having separate categories for advanced media proved to be an artificial distinction and one with little relevance in today's media environment.

Now it doesn't matter if a story is broadcast, cablecast or webcast if the story itself is of Emmy quality. Now, ALL categories are open to all these distribution platforms.

While sifting through the categories may seem daunting, we're here to help. If you need assistance in figuring out the rules or understanding the categories, please call (303-722-0916) or email the office at [office@emmyawards.tv](mailto:office@emmyawards.tv).

As usual, NATAS members will receive substantial discounts on entry fees, so be sure to renew your 2010 membership soon. Use your Membership ID number and password to update your profile, too, to make sure you're getting all the updates and notifications from us! The entire entry process, including payment, is available online at [www.emmyawards.tv](http://www.emmyawards.tv).

**Deadline for entries is Friday, February 5, 2010. Eligibility period is January 1, 2009 through December 31, 2009. ■**

## Getting Your Program on Television

*By Rich Luckin*

The two questions I'm asked frequently when I meet other independent producers? How do you obtain funding and, how have you managed to get your programs on television?

The harder of the two questions is the first one, and frankly I have no magic answers. With grant money being so tight these days because of the economy, it seems like you're always chasing rainbows for funding. Allow me to back up a little bit. Over the last ten years I've been very lucky to produce 12 programs that have been on PBS stations nationwide. Nothing makes your case better than success and a successful track record.

And that leads me to question number two – getting your productions on television. To begin, all productions must be of the highest quality. Remember that just because it's your local PBS station doesn't mean they're obligated to air every program you send them.

Pick a subject that would be of general interest to your local audience. Do you have a particular passion for the subject or feel strongly that your story needs to be told? For me, the passion is railroads. Railroad programs are popular with PBS audiences and best yet, I really know something about the subject.

The last element to consider is audio. Get a good on-camera talent as the program host or find an appropriate voice for the voice over. Nothing separates the pros from the amateurs as a poor voice or inappropriate music.

Now that you've labored for untold hours in a dark editing room to produce your masterpiece, it's time to show the whole world or least the folks in your local market. This is how I've done it. Think about which outlets you should consider. As mentioned before, take your tape or DVD to your local PBS station.

It's helpful to meet with someone in the station programming department. But know that you shouldn't just show up – it's polite to call first to make an appointment. If you can't meet with anyone, then drop off the program but be sure to follow up with a phone call. From my experience, it may take several phone calls to encourage someone to look at just the first five minutes of your program. Remember, your production may not be the only program that person has to review for consideration.



**Actor Edward Herrmann (second from left) and Richard Luckin (fifth from left) on set for Luckin's new PBS program, Packard An American Classic Car.**

Another avenue to explore would be to go to your local cable company. Often the cable company has a channel devoted to their productions. Keep in mind most of these programs would be local in nature. I've had success in getting my local access channel to air all my programs. Again it takes effort to get to know someone who is willing to look at your production.

I've often said that when you finish editing the program, your job is just beginning. The big question: how are you going to market your program? What's your business plan to sell your DVDs? Are you going to enter your program in a film or video festival?

A winning program might just help you get it on the air. Unless you're documentarian Ken Burns, the roadmap to getting your production on television will be a challenge, especially for funding purposes (unless you self-fund) and most importantly, having it shown for viewers to watch.

With so many choices today in the TV schedule, you've got to believe in your product and don't accept NO for an answer. No one promised it would be easy but it CAN BE DONE!

*Richard Luckin is an award-winning author and independent film producer. For more information, contact him at: [rluckin@mindspring.com](mailto:rluckin@mindspring.com). ■*



**61<sup>st</sup> ANNUAL TECHNOLOGY & ENGINEERING EMMY® AWARDS**  
Legendary Entertainer Jerry Lewis Awarded Prestigious Trustees Award

Las Vegas, NV. – January 7<sup>th</sup>, 2010 -- The National Academy of Television Arts & Sciences (NATAS) presented the 61st Annual Technology & Engineering Emmy® Awards to a sold-out crowd of industry executives and innovators at the Mandalay Bay Resort & Casino as part of the 2010 International Consumer Electronics Show in Las Vegas.

Launched in 1948, The Technology and Engineering Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering.

"These are truly dynamic and exciting times for the television industry, and these Emmy® winners were rewarded for their significant impact in enhancing the consumer viewing experience," said Herb Granath, Chairman, NATAS. "Of this esteemed group, we are pleased to commend technology and engineering professionals who contribute to the on-going development of television, year after year."

Harold Crump, Vice President, Hubbard Broadcasting and member of the NATAS Executive Committee, went on to introduce consummate entertainer Jerry Lewis, recipient of the National Academy's Trustee Award, "An actor, writer, director, innovator and one of the world's great humanitarians, it brings me great honor and joy to present this to Jerry Lewis, a man of the people," he said.

A world-class entertainer, Jerry Lewis is not just a cultural icon in the United States – he's one of the most easily recognized personalities on the planet. A world-class humanitarian, since first committing himself to MDA's cause in 1951, Jerry has single-handedly turned "muscular dystrophy" into a household term. As National Chairman of the Muscular Dystrophy Association for nearly six decades, he leads the fight against more than 40 diseases with fierce determination in behalf of the more than 1 million Americans affected by these disorders.

A list of honorees for the 61st Annual Technology & Engineering Emmy Awards follows and is also available on the National Television Academy's website at [www.emmyonline.tv/tech](http://www.emmyonline.tv/tech)

**NIELSEN CORPORATION**

For its Audience Measurement Technology System

**ARBITRON**

For its Audience Measurement Technology

**PORTAPROMPT**

For its Pioneering Development in Electronic Prompting

**COMPU=PROMPT**

For its Pioneering Development in Electronic Prompting

**L3**

For its Pioneering Development of MSDC High Power Amplifiers

**Continued on next page**

**61<sup>st</sup> ANNUAL TECHNOLOGY & ENGINEERING EMMY® AWARDS (cont'd)**

**FOX**

For its Pioneering Efforts in Development, Implementation of Network Distribution workflows for ATSC DTV Development

**PBS (The Public Broadcasting Service)**

For its Pioneering Efforts in Development, Implementation of Network Distribution workflows for ATSC DTV Development

**THE FEDERAL COMMUNICATIONS COMMISSION**

For The Development of NTSC Television

**CEA (Radio Manufacturers Association)**

For The Development of NTSC Television

**THE NTSC**

For The Development of NTSC Television

**HBO (Home Box Office)**

For Pioneering Development of Automatic Transmitter Identification for Satellite Television Communications

**ELMER MUSSER**

For Pioneering Development of Automatic Transmitter Identification for Satellite Television Communication

**In remembrance**

Heartland Chapter Gold Circle Inductee C. Ned Hockman passed away on December 20<sup>th</sup> in Oklahoma. His career spanned over 59 years, starting in 1947 as a combat cameraman in the China-Burma-India Theater of Operation.

He was the official cinematographer for the University of Oklahoma (OU) Athletic Department from 1949-1985, and began producing a weekly highlight reel that was distributed nationally to publicize college football. Ned created the Film and Video Studies program at OU in 1949 and directed the Motion Picture unit at the College of Continuing Education.

He was one of the founders of the NPPA's annual workshop, and served for 31 years as a member of the faculty; he was the recipient of the Joseph A. Sprague Memorial Award. He produced over 200 films and television programs and was the US delegate to the Cannes Film Festival in 1965; he was later named president of the Oklahoma Motion Picture Hall of Fame.

Plans are now being made for a memorial celebration of his life in the Spring of 2010 at the University of Oklahoma. Memorials can be made to: The Ned Hockman Filmmaking Award Fund 41647, c/o Karen Renfro, Office Of Development, University of Oklahoma, 339 W. Boyd, Norman, Oklahoma 73019. ■



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**...and now this!** is published by the Heartland Chapter of the National Television Academy. The Editors encourage guest materials from our readers. Please send your suggestions/comments/newsletter material to Julie Lucas, Newsletter Editor: [julie.lucas@du.edu](mailto:julie.lucas@du.edu)

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