



ALLIED ELECTIONS – 'TIL JUNE 6 – YOUR VOTE COUNTS

All NATAS Heartland members who are NOT affiliated with a traditional broadcast network are eligible to vote in this year's Allied Elections! Please cast your vote for one, all, some or none of our candidates: Traci Bilek, Shawn Montano, Paul Drexler, David Bondelevitch and Fritz Kiersch. These folks are not running against each other, rather, they are vying for the same number of open seats on the board. Candidate bios are on the website for review; ballots via email to the office. emmyawards.tv

Audrey Elling, Executive Director, NATAS Heartland Chapter

SILVER CIRCLE 2012

The Heartland Chapter is pleased to announce two inductees this year to the prestigious Silver Circle: Kathy Walsh with KCNC CBS4 in Denver, and Kim Christiansen with KUSA 9News in Denver. Both Kim and Kathy will be inducted during the Emmy awards gala on July 21. Carl Bilek, Chair of the Silver Circle committee, said, "we are so proud of the high standards of journalism maintained in this chapter, and both of this year's inductees exemplify not only the hard work and dedication required in this effort, but also the very high bar set for the rest of us by those who achieve the Silver Circle status. They are pioneers in our business."

Audrey Elling

NOMINATION ANNOUNCEMENT PARTY!

It's all happening on Wednesday evening, June 13 at Casselman's in Denver, and live streamed just like last year. We'll be taking your requests via FaceBook and Twitter, live that evening only, so let us know which category to announce! Join us live or via social media, starting at 6:30pm Mountain Time.

Audrey Elling

ADVERTISE AT THE EMMYS!

Get your business noticed by the movers and shakers in our chapter by advertising in the 2012 Emmy Show souvenir program book, or during the program. The print ad deadline is June 8 - don't be left out! - **contact the office for more details: 303.722.0916**

FACEBOOK – “LIKE” NATAS

The National NATAS group - those who produce the Daytime, News & Documentary, and Sports Emmy Awards - want you to like them on FaceBook and receive all the benefits traditionally associated with this endeavor: news, notes and all things relevant to the National Emmy organization. emmyonline.tv

NEW COLORADO FILM INCENTIVES PROGRAM

Starting July 1, Colorado will offer a 20 percent cash rebate for production costs in-state. The new incentive program covers feature films, television pilots, television series (broadcast and cable), television commercials, music videos, industrials, documentaries, video game design and creation, and other forms of content creation.

To be eligible, a Colorado production company must have qualified local expenditures of at least \$100,000 and at least 50 percent of the workforce must be Colorado residents. Funding for this program is limited and projects will be selected based on the merits defined in the application and not on a “first come first served” basis.

The application process isn’t finished yet, but should be soon. You can find all the details about the program and eligibility for it at www.coloradofilm.org/incentives.html

Carolyn Spellman

TECH TALK: TV, YOUTUBE, AND YOU

YouTube/Google’s decision to launch its own “Original Channels” (more than 100 channels are currently in development) has some of us wondering about the future of TV. With more content available on the web, will viewers be drawn away from TV? Or will the distinctions between “broadcasting,” “cable” and “webcasting” eventually disappear?

John Seabrook, in his fascinating article “Streaming Dreams” (The New Yorker, Jan. 16, 2012) shows YouTube’s development of original content as an indicator of a major shift --- comparable to the dissolution of mass TV that occurred in the 1980s as cable channels began to proliferate. “The networks, which originally disparaged the new cable channels as cheap-looking and too narrowly focussed, ended up buying them when cable took off.”

While viewers often look for ways to steer around advertising, the Internet is capable of delivering individually-targeting advertising. This may prove advantageous over current methods of relying on ratings and market research. As Seabrook points out: “If you posted a video of your trip to Hawaii on YouTube, chances are YouTube is going to advertise airfare to Honolulu to you. Advertising can therefore be highly focussed, not the blunt instrument it is now.”

For a unifying media perspective, see Think TV’s documentary: “The New TV Landscape” <http://vimeo.com/37834168>

Paul Drexler and Carolyn Richards

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