

HEARTLAND CHAPTER EMMY® AWARDS 2019 CALL FOR ENTRIES

ELIGIBILITY AREA

The eligibility area for the Heartland Regional Emmy® Awards includes the following areas:

Large Markets 1-49: Denver, Oklahoma City

Medium Markets 50-99: Tulsa, Wichita/Hutchinson, Omaha, Colorado Springs/Pueblo

Small Markets 100+: Lincoln/Hastings-Kearney, Topeka, Grand Junction/Montrose, Cheyenne/Scottsbluff, Casper/Riverton and North Platte

ELIGIBILITY DETAILS: Please refer to the **Standard Clauses** in this document pp. 20-26

ELIGIBILITY PERIOD: January 1, 2018 – December 31, 2018

DEADLINE FOR SUBMISSIONS: **Friday, February 1, 2019 at 6pm Mountain Time.**

Deadline for Video Upload is Wednesday, February 6, 2019 at 6pm Mountain Time.

TO ENTER THE COMPETITION: the entire entry process is found at emmyawards.tv

1. **Renew your membership** (*Can I enter without becoming a member? Yes, certainly, but the entry fees are higher*). If you've ever been a member, please *renew* rather than submit a new membership form.
2. Fill out and **submit the online entry form, and pay for your entry**, in order 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**. Upload instructions are on our website: using the Entry ID Number, just follow the directions.

ENTRY FEES:

Individual membership dues are \$65/annually (from 1/1/19-12/31/19) or \$120 for 2 years.

Members' Entry Fees:

Markets 1-49, primary entrant: \$100

Markets 1-49, per add'l name: \$50 (names 2-6), \$100 (names 7-12)

Markets 50-99, primary entrant: \$85

Markets 50-99, per add'l name: \$50 (names 2-6), \$100 (names 7-12)

Markets 100+, primary entrant: \$75

Markets 100+, per add'l name: \$50 (names 2-6), \$100 (names 7-12)

Overall Excellence, News Excellence, Community Service:

Large Markets 1-49: \$250

Medium Markets 50-99: \$200

Small Markets 100+: \$150

Student Achievement: \$60 processing fee. Membership rate doesn't apply. Faculty Advisor will be the first and only entrant; send a list of student crew separately to office.

Non-Members' Entry Fees:

Primary entrant: \$250

Additional name: \$200 each (names 2-6), \$200 (names 7-12)

Overall Excellence, News Excellence, Community Service: \$250

- **JUDGING REQUIREMENTS:** By entering, you agree to serve as a judge. **Enter once = Judge once; enter twice = judge twice; enter three times or more = judge three times (at minimum).** When you meet these requirements you'll avoid increased entry fees in the following year's competition. Anyone who judges three times or more in a calendar year is eligible for a \$10 membership discount.
- Groups submitting **more than 10 entries** must include a Master List, emailed to the office, with entries, entrants, description of entries and fees/payment allocation
- 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. Changes/corrections/additions after the February deadline will incur a \$35 reprocessing fee.
- As a standard policy, names cannot be added to your entry form after the nominations are announced in May. Exceptions to this policy will be decided on a case-by-case basis, by our local awards committee, and for only 10 days after the nominations are announced; a penalty fee of up to \$500 will be incurred. The Heartland Chapter will permit **NO changes** in the listing of entrants after this grace period.
- All entries must reflect the highest standard of journalistic ethics, including accuracy and truth

NOMINATIONS ANNOUNCED: Late May via our website emmyawards.tv. Nomination certificates are mailed upon request.

EMMY® AWARDS SHOW -- Saturday, July 20, 2019: Denver and Oklahoma City

Unclaimed statuettes at the Emmy Gala incur a shipping fee of \$75

Double-Dipping Defined

To avoid any confusion, the basic formula for “double-dipping” is the following:

An individual entrant can only been recognized once for the same job function utilizing the same program content. Points **A thru G**, below, answer the most frequently asked questions. Entries will be disqualified for double-dipping infractions; it's your responsibility to enter with integrity.

A. 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 as a producer in a program category, they may enter the same content again in their respective craft category. **Examples:**

- If a craft person is a writer/photographer, they could enter the program category as only the writer and then the photographer craft category.
- If they are not an entrant on the program entry, they could enter either the writer or photographer category, 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 category is only for writer and the other only for photographer.

B. No single entry may be submitted in its entirety in more than one news or program category. Exceptions are given for content that was part of a full newscast, or included as an excerpt in the “Overall Excellence,” “News Excellence,” “Community Service,” and “Journalistic Enterprise” categories.

C. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category. **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* since his/her name already appeared on the newscast entry.

D. You cannot enter the same material in both news and program categories. Repurposed news video may not be entered in program (non-news) categories (see Original Material, page 22).

E. A single or multi episode full-length program all on the same subject may be ONLY entered in one programming 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 its content. This exception rule does not apply to individual stories from news series (see below).*

Examples:

- Your entry is a four-part series on *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 ongoing 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 in “Sports.” Episode 222 could stay in “Public Affairs.”

F. Content produced as both a multi-part news 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.

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

LIST OF CATEGORIES 2019

NEWS PROGRAMMING / NEWS GATHERING

Categories 1 - 21: 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. **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. 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. For non-news program entries, the entry may only contain content from one episode of the series, not multiple installments. Except where noted, **composite entries not allowed.** 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)

- 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)

- 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)

- 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.**

4. Newscast - Weekend

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

For excellence in a regularly scheduled weekend 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.**

5. General Assignment Report

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.)

A. Within 24 Hours

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

B. No Time Limit

For excellence in coverage of a single or multi-part news story or topic, which has no time limit for its preparation. Entry may include live and/or taped elements and online content. Time Limit: 10 Minutes

6. Breaking News

For excellence in coverage of a single unanticipated news event. Entry may include multiple live or taped elements and online content. Exempt from composite five-lift rule. **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 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 – Spot News.

7. Spot News

For excellence in coverage of a single unanticipated news event that is shot edited and produced within 24 hours. 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 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 – Spot News.

8. 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, but exempt from composite five-lift rule. 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.

9. Team Coverage

For excellence by a team involved in covering multiple news stories on a single subject, shot, edited, produced and aired within 24 hours. Entry may include multiple live and/or taped elements and online content. Exempt from composite five-lift rule. **Entry length shall not exceed 60 minutes.**

10. Investigative Reporting

A. News Single Story (one report, no follow-up)

B. News Series (elements of this composite must be multi-part reports from the same story)

For excellence in reporting of 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. Written documentation is required (100-word limit). **Time limit 30 minutes.**

Regional recipients 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.

11. Feature News Reporting: For excellence in reporting of a single or multi-part feature news story or topic. **Time limit 10 minutes. Series time limit: 15 minutes.**

A. Light Feature

B. Light Series (elements of this composite must be multi-part reports from the same story)

12. Business/Consumer News Reporting: For excellence in coverage of business, finance, consumer affairs or economic topics. **Time limit: 10 minutes; series time limit 15 minutes.**

A. Within 24 Hours

B. No Time Limit

13. Crime News Reporting: For excellence in coverage of crimes or other violations of the law. **Time limit: 10 minutes; series time limit 15 minutes.**

A. Within 24 Hours

B. No Time Limit

14. Environment News Single Story: For excellence in coverage of environmental impact issues, topics or subject matter. Time limit: 10 minutes.

15. Health/Science News Reporting: For excellence in coverage of health, science, medical topics or subject matter. Time Limit: 10 minutes; series time limit 15 minutes

A. Within 24 Hours

B. No Time Limit

16. Human Interest News Single Story: For excellence in coverage of stories that appeal to the human spirit. Time limit: 10 minutes.

17. Military News Reporting: For excellence in coverage of military issues at home and/or abroad. Time limit: 10 minutes; series time limit 15 minutes.

A. Within 24 Hours

B. No Time Limit

18. Politics/Government News Reporting: For excellence in coverage of political, civil or government issues or subject matter. Time limit 10 minutes. Series time limit: 15 minutes.

A. Within 24 Hours

B. No Time Limit

19. Societal Concerns News Single Story: For excellence in coverage of current issues of societal concern, social ills, community or public interest. Time limit: 10 minutes.

20. Sports News Feature: For excellence in coverage of sports in general, sports related topics or sports news program. Time limit: 10 minutes.

21. Technology News Single Story: For excellence in coverage of technology industry stories and related subject matter. Time limit: 10 minutes.

PROGRAMS

Categories 22 - 42: One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the program, segment or feature. *These are NON-news categories.* Hosts, moderators, 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. **Program entries may be entered in only one programming category.** In programming categories, an entry is defined as a single program or segment. For programs longer than the stated time limit, a maximum of five segment/lifts is permitted to bring longer programs to the required entry time limit. For non-news program entries, unless specifically stated, the entry may only contain content from one episode of the series, not multiple installments. 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. Work produced as part of a newscast or news production is not eligible to be submitted in these Program categories: use categories 1-21.

22. Arts/Entertainment

A. Program/Special: For excellence in a program or special of general entertainment, variety or visual and performing arts. Time Limit: 30 minutes.

B. Feature/Segment: For excellence in a feature or segment from a program or special of general entertainment, variety or visual and performing arts. Time limit: 10 minutes.

23. Branded Content Program

For excellence in a complete, stand-alone, content-based program which tells a long form story and includes some visual branding. For example, a medical program produced by/for a hospital with their logo present throughout. Program may not contain a call for action. Segments or features from within the initial program are not allowed. **Program length commercials (infomercials) are not eligible.** Entry may not be entered in any other news or program category.

Time Limit: 30 minutes.

24. Business/Consumer Program/Special/Series

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

25. Children/Youth/Teen Program/Special

For excellence in a program or special that covers issues of specific interest to a target audience 19 years of age or under. Time Limit: 30 minutes.

26. 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. **NOTE:** productions submitted here will display a traditional documentary format and have been *produced as a documentary*; other programs are not eligible for this category. Time limit: 60 minutes.

- A. Cultural:** having to do with artistic expression, dance, writing, poetry, etc., or ancestral, racial or ethnic culture, or a combination thereof
- B. Historical:** having to do with historical events, places and/or people
- C. Topical:** an in-depth examination of a current event, issue of public policy, etc.

27. Environment Program and/or Feature

For excellence in a program or special, OR a feature or segment from a program, that covers environmental impact issues, topics or subject matter. Feature limit 10 minutes, Program time limit 30 minutes.

28. Historic/Cultural Program: Feature/Segment

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

29. Human Interest Program/Special/Series

For excellence in a program or special that covers subject matter that appeals to the human spirit. Time limit: 30 minutes.

30. Informational/Instructional

A. Program/Series/Special: For excellence in presentation of stories from a program 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.

31. 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

32. Interview/Discussion - Program/Special/Series

For excellence in a program or special consisting 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. Time Limit: 30 minutes.

33. Lifestyle Program/Special/Series

For excellence in a program or special that deals with everyday life subjects, such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. Time limit: 30 minutes.

34. Magazine

A. Program/Series/Special: For excellence in a program 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 or special consisting of various stories of regional interest designed to entertain and inform. Time limit: 10 minutes.

35. Nostalgia

A. Program/Special: For excellence in a program or special consisting of 'retro' or 'throwback' topics of a nostalgic or historical nature such as biographies, personal tributes or sociological retrospectives. Time limit: 30 minutes

B. Feature/Segment: For excellence in a feature or segment from a program or special consisting of 'retro' or 'throwback' topics of a nostalgic or historical nature such as biographies, personal tributes or retrospectives. Time limit: 10 minutes.

36. Politics/Government Program/Special/Series

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

37. Public/Current/Community Affairs

A. Program/Series/Special: For excellence in a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues. Time limit: 30 minutes.

B. Feature/Segment: For excellence in a feature or segment from a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues. Time limit: 10 minutes

38. Short Format Program

A. Entertainment

B. Informational

For excellence in a complete, stand-alone program (not feature or segment). Program length commercials (infomercials) are not eligible. Entry may not be entered in any other news or program category. Time Limit: 15 minutes or less.

39. Technology Program: Feature/Segment

For excellence in a feature or segment from a program or special that covers the technology industry and the application of this knowledge for practical results. Time limit: 10 minutes.

40. Sports

A. Program Series: For excellence in a daily or weekly sports program or sports series (non-news). Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a 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 daily or weekly sports program, game or series. Entry may be live or recorded live. Entry should have no post edits except for the removal of commercials. Time limit: 30 minutes.

41. Sports Event/Game – Live/Unedited

For excellence in production of a single program or series (live or recorded live) sports event or game. No post edits. A composite (from one episode or game) 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.

42. 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 75% live material with no post edits. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.)

SPOT ANNOUNCEMENTS: NEWS and PROGRAM

Categories 43 - 45: 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. Submissions may be 5-seconds to 5-minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a minimum of three spots may be included which are edited together for a single video upload.

43. Community/Public Service (PSA)

A. Single Spot

B. Campaign

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes. Material entered in Single Spot may not also be entered in Campaign.

44. Promotion

A, B, C: 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. Material entered in Single Spot may not also be entered in Campaign.

A. News Promo - Single Spot

B. News Promo – Campaign

C. News Promo - Image

D, E, F: 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. Material entered in Single Spot may not also be entered in Campaign.

D. Program Promo – Single Spot

E. Program Promo – Campaign

F. Program Promo - Sports

45. 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. Material entered in Single Spot may not also be entered in Campaign.

SPECIAL ACHIEVEMENT

*** SINGLE RECIPIENT ***

Categories 46 - 48 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.

46. 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 five segment composite limits, but the *composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added*; one to two seconds of black between cuts. 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. This category IS exempt from the double-dipping rules. **Entry length shall not exceed 30 minutes.**

47. 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 five segment composite limits, but the *composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added*; one to two seconds of black between cuts. This is not intended to be a 'buzz' or demo reel. Entry should include a one-page, written synopsis. This category IS exempt from double-dipping rules. **Entry length shall not exceed 30 minutes.**

48. 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. 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; one to two seconds of black between cuts. Composite entries are allowed but entry is exempt from five segment composite limits. Entry should include a one-page, written synopsis. This category IS exempt from double-dipping rules. **Entry length shall not exceed 30 minutes.**

SPECIAL ACHIEVEMENT

***** MULTIPLE RECIPIENTS *****

Category 49-50: 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.

49. 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.** (Note: This category is exempt from “double-dipping” rules.)

50. Interactive Media

For excellence in multimedia/trans-media content that stands alone as original regional programming, OR uses digital platforms, like the web, mobile phones, tablets, smart TVs, etc., to extend or enhance the viewing experience, involvement and engagement beyond a linear television or video experience. Components may include tools, cross-platform environments or activities that unlock content, provide access to information, back-story or user-generate narratives, facilitate individual or collective participants and social collaboration. Content must have originated during the Chapter’s eligibility year. Submission to include a video (no promotional, marketing, sales or sizzle reels), that focuses on key features and user experiences, along with the active URL or link to the webpage for judges to view. **Video Time Limit: 5 minutes.** (Note: This category is not exempt from “double-dipping” rules.)

CRAFTS ACHIEVEMENT: NEWS and PROGRAM

Categories 51 - 60: 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. Each entry may contain a single example of the craft, or a composite of material, as originally transmitted. Time limit: 15 minutes (unless otherwise indicated).

Composite entries must adhere to all guidelines: the “1 second 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).**

COMPOSITE / FIVE LIFT RULE: Except where noted, a composite is defined as a sampling of a minimum of two and no more than five (5) 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. For program entries, composite may only contain content from one episode of the series, not multiple installments.

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 who supervise craftpersons.

51. Musical Composition/Arrangement

Entrants are the composers and/or arrangers, not their supervisors, producers or EPs

52. Director: **Live or Recorded Live, or Post-Production** (PL Track is preferred where applicable)

53. Editor

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

54. Graphic Arts

(Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible.)

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.

55. Lighting

56. Talent – Entry video may be entered in one Talent category only; no duplication of material allowed

A. Anchor - News

B. Anchor - Weather

C. Anchor - Sports

D. Performer/Program Host/Moderator (programs, not newscast)

E. Reporter – Live

F. Reporter – General Assignment

G. Reporter - Investigative

H. Sports Play-by-Play

57. Photographer

A. Program

B. News

C. Sports (includes multiple cameras with a *single photographer*)

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 and editor, 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.

58. Video Journalist

For excellence by a cross-discipline individual serving also 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.

59. Writer

A. Program (non-news, script preferred)

B. News (script preferred)

60. 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.

COLLEGE/UNIVERSITY STUDENT PRODUCTIONS ACHIEVEMENT AWARDS

ELIGIBILITY & ENTRY NOTES:

- **Faculty Advisor will be the first and only entrant on the form; send a list of student crew separately to office.**
- 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.**
- Entrants must be enrolled as a full-time student during the eligibility period.
- **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 a certificate
- Entry must be validated by a professor/teacher.
- Students listed on the entry for Student Achievement Awards must have been enrolled in an accredited college within the Chapter boundaries at the time of production and completion of his/her piece within the eligibility period.

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 from any NATAS Chapters' 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.

71 A. Newscast

For outstanding achievement in a newscast, produced live, daily or less than daily, but broadcast, streamed or otherwise distributed as a 'live' program. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit: 30 minutes.

71 B. Long Form Fiction

For outstanding achievement in 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.

71 C. Long Form Non-Fiction

For outstanding achievement in 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.

71 D. Short Form Fiction

For outstanding achievement in a presentation of a short-form treatment of a single fictional subject. Dramatizations of student originated soap operas or plays are permitted. Content, creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Up to 10 minutes.**

71 E. Short Form Non-Fiction

For outstanding achievement in a presentation of a short-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content, creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Up to 10 minutes.**

71 F. Sports

For outstanding achievement in a presentation or compilation of up to three unedited pieces of sports news and information. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the presentation. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: 10 minutes**

71 G. 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.**

71 H. Community/Public Service (PSA)

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

71 I. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a presentation of content with cultural or artistic significance. **Time Limit: No more than 10 minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

71 J. Public Affairs/Community Service

For outstanding achievement in a presentation of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: No more than 10 minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

71 K. Video Essay (Single Camera Only)

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, 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. **Time Limit: 15 minutes.**

71L. Animation/Graphics/Special Effects

For outstanding achievement in animation, graphics, and/or special effects demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

STANDARD CLAUSES

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 online.

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. Digital is defined as multimedia projects that combine various forms of traditional media with social media and interactivity, as well as linear programming delivered online (over the Internet, via various mobile platforms).

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

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.

Re-purposed material is not eligible unless it is determined to have been given a new and unique treatment.

Broadcast entries must have been intended to be of 'primary interest' to 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 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 or local audience, within the Chapter's designated awards area. 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 & Sciences' national awards.

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.

However, entries which are specifically designed exclusively for their regional or 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.

For entries/programs that have been syndicated and aired in regional markets, the entrant(s) must provide a "carriage/distribution summary." The summary must indicate all markets that carried the show, how many runs it had and the percentage of coverage.

EXCEPTIONS TO THE 50% RULE:

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. Entries are eligible for regional competition if the treatment was of a local community issue, with the content primarily intended for distribution in the Chapter's designated awards area. Works accepted for regional judging under this exception may not be submitted for national consideration.
3. A documentary film that has a limited theatrical release at film festivals (showing on 600 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.
4. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
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.

CONTENT ELIGIBILITY: 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.

The following programming is not eligible:

1. Pornographic, violent, defamatory or offensive material.
2. Previously aired programs, series or related crafts which aired and met eligibility requirements during a previous award year or another Emmy® competition.
3. Program length commercials (infomercials).
4. Closed circuit programs (from hotels, hospitals, movie theatres, arenas, stadiums and other venue specific locations) with special, targeted audiences.

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 premiered programs that appeared in general release to the public in theatres.
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 PLACEMENT: When a program's content may allow for a choice of category placement, the producer has the discretion to enter the program and its individual craft achievements in the most appropriate category where it is eligible. However, certain rules must also be considered and followed.

No entry may be submitted to more than one Chapter's awards. The "first airing" of the entry is the primary determination of eligibility.

Different episodes from the same program or series can only be entered in one Chapter's awards.

Entrants are not allowed to separate program content from individual craft achievement and submit in multiple Chapters.

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

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

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 a new, original program. Entrants must identify all non-original or sponsored material, including its location in the program. Re-purposed material is not eligible.

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.

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 from any NATAS Chapters' 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.

COMPOSITE / FIVE LIFT RULE: Except where noted, a composite is defined as a sampling of a minimum of two and no more than five (5) 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. For program entries, composite may only contain content from one episode of the series, not multiple installments.

DOUBLE-DIPPING: No single entry may be submitted in its entirety in more than one programming category. Exceptions are given for content that was part of a full newscast, or included as an excerpt in the "Overall Excellence," "News Excellence," "Community Service," and "Journalistic Enterprise" categories. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category.

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

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

An individual can only be recognized once for the same job function, utilizing the same program content.

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 as a producer in a program category, they may enter the same content again in their respective craft category.

LANGUAGE OTHER THAN ENGLISH: Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges in a separate contest from English language. The **scores** produced by these two panels are **not** combined; instead the scores are interpreted **separately** for final "cut-off" evaluation.

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.

WHO CAN ENTER: Membership in The National Academy of Television Arts & Sciences is not required to enter the Emmy® Awards. Management, producers, designated award directors or individual craft entrants, whether they are a NATAS member or not, may submit entries on behalf of their program, talent or craft. If submitting on behalf of another individual (s), you must fully confirm that the parties contained in the submission have complete knowledge of all eligibility rules, and have viewed and given consent to the content submitted on their behalf.

JUDGING PROCEDURE: Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels should be comprised of no fewer than 7 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 on their own merit and do not compete against each other. Program submissions are scored using a 1-10 scale each for Content, Creativity and Execution. Talent and Crafts are evaluated using a 1-10 scale each for 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.

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.

All entries sent to judges for screening are deemed to be eligible by the Chapter whose work is being judged. For that reason, judges are required to score each entry regardless if they feel it has been placed in the wrong category or might have technical problems. Forms are available online should judges wish to challenge any entry. On challenge entries, judges are asked to score without bias, even if they believe an entry is not in an appropriate category.

DISCLOSURE OF JUDGING RESULTS: In order to maintain fair, consistent peer judging without influence, judges must not disclose to others or in writing, including any social media references, as to how they have voted during an on-going, active judging session. If they ignore or abuse this privilege, their ballot will be disqualified and/or their judging status eliminated.

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 & 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.

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 the National Academy 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.

WHO RECEIVES THE AWARD? Producers, craft persons and other eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. To be eligible, each entrant must have significant, creative involvement in the actual production. Pre and post production involvement, including proposal/grant writing, research, fundraising, producing partnerships, etc., though necessary and of major importance is not substantial enough to be considered. They must verify in writing their “hands on” involvement in order to be listed on the entry.

Once a Chapter’s award nominations are announced, there is a 10 calendar day only grace period 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.

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.

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

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.

AWARD RECIPIENTS: 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.

COMMEMORATIVE STATUETTES: As a courtesy, 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 awarded entry). The statuette is engraved the same as the actual 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® statue 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 the National Academy, 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.

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