

## Official Call for Entries

### Entry Deadline

Thursday, January 26, 2012, 5pm EST

# THE EMMY<sup>®</sup> AWARDS SOUTHEAST

NATIONAL ACADEMY OF  
TELEVISION ARTS & SCIENCES



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NATAS

### The National Academy of Television Arts & Sciences – Southeast Chapter

*Serving the Southeast Region including Alabama,  
Georgia, Mississippi, South Carolina and Asheville,  
North Carolina*

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**The 2012 Southeast Regional EMMY® Awards, presented by The Southeast Chapter of the National Academy of Television Arts and Sciences, will recognize the best of the region's 2011 production work for television and allied media on June 9, 2012 in Atlanta, Georgia.**

**Your entries are invited. Please read the Eligibility Criteria, Rules and Entry Procedures carefully, as each year there are changes and additions.**

**NEW THIS YEAR!!**

**The Southeast Chapter with the support of NATAS has moved to an online entry judging system and all entries are to be uploaded to our secure judging site using Emmy® Express. NO more DVD to create or mail. See the details in the Entry Preparation section of this Call for Entries.**

**Regional EMMY® Awards Certification Committee:**

**Chairperson:**

Scott Stucky, WAGA-TV 404-898-0105

**Committee Members:**

Guy Tuttle, Special Projects Inc. 404-588-2800  
Phil Humes, WXIA-TV/WATL-TV 404-873-9172  
Angela Robinson, ARC Media, LLC 678-559-7069  
Misti Turnbull, WSB-TV 404-962-2071  
W. Bruce Harlan, L&PE 404-352-0464

**Chapter Administration:**

**Chapter President:**

Ray Goodrich 404-386-8460

**Chapter Administrator**

Cathie Bailey 404-924-8989

For any questions regarding the EMMY® competition e-mail: [EMMYquestions@natassoutheast.tv](mailto:EMMYquestions@natassoutheast.tv)  
The Certification Committee will reply within 36 hours with a reply.

For assistance with membership or other issues please email: [natasadmin@natassoutheast.tv](mailto:natasadmin@natassoutheast.tv)

**Entry deadline: Thursday, January 26, 2012 5PM**

A complete listing of EMMY® entries will be posted on our website: [www.natassoutheast.org](http://www.natassoutheast.org)  
no later than three days prior to Certification for review by entrants.

**Open Certification Meeting:** Thursday, February 23, 2012

**Nominee Announcement:** Thursday, May 3, 2012

**2012 Southeast EMMY® Awards Gala:** Saturday, June 9, 2012

**Thank you for your interest. We look forward to your participation!**

## National Standard Eligibility Criteria, Rules and Entry Procedures (Based on Regional Chapter EMMY® Awards Guidelines Revision 15)

### **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. They would then 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 video 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 other 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 the 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:**

Depending on the decision of a Chapter, award entries can now also be accepted on-line. Please follow the Chapter's 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 downloading the media 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 the actual Emmy® Award, with the word "commemorative" added on the rear of the statuette.

**WHO RECEIVES THE AWARD?**

Producers, craft-persons 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 receive 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 Southeast 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.

From Standard Clauses V. 15

## Regional Chapter Notes and Awards Rules

### ELIGIBILITY

The geographic broadcast area of eligibility for The Southeast Chapter Awards includes:

#### Alabama

- Anniston
- Birmingham
- Dothan
- Montgomery
- Selma

#### Georgia

- Albany
- Atlanta
- Augusta
- Columbus
- Macon
- Savannah

#### Mississippi

- Biloxi
- Columbus
- Greenville
- Greenwood
- Hattiesburg
- Laurel
- Jackson
- Meridian
- Tupelo
- West Point

#### South Carolina

- Columbia
- Charleston
- Florence
- Greenville
- Myrtle Beach
- Spartanburg

#### North Carolina

- Asheville

For the purpose of these awards, "Producer" shall be defined as the person or persons who are listed on the credit roll as the Producer. In the absence of a specific credit roll, "Producer" shall be defined as the person or persons most directly responsible for the creative excellence and award worthiness of the entry.

All news and program entries are judged in three areas: Content, Creativity, and Execution.  
Craft entries are judged only for Creativity and Execution.

Individuals and collaborative groups working for television stations, cable companies, production companies, and other organizations responsible for the production of television programs may submit entries in the Program and Craft categories.

All 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 within the eligibility area during the awards year, January 1 through December 31, 2011.

All entries must include information on the first date of airing (date, time and outlet) to be eligible.

## ENTRY PREPARATION

If you have issues or questions concerning entry placement in categories, editing of your entry, submitting your entry, uploading your video or any other entry concern, please check the FAQs on our website or contact us for guidance at: [emmyquestions@natassoutheast.tv](mailto:emmyquestions@natassoutheast.tv).

## CATEGORY SELECTION

Please read category descriptions carefully to insure that your entry is eligible in the category selected. Eligibility is a factor of program type, content and who is making the entry.

- Categories are not in continuous numerical order.
- Many categories have sub-categories and flagged categories.
- The Emmy® Express process will allow you to make the necessary choice of categories, but carefully review your entry to be sure you have made the proper selection.
- Categories denoted with \*\*\* are Flagged and may be judged with other categories as indicated. Flagged Categories are for judging purposes only and DO NOT necessarily signify a separate category for judging or award presentation.

## VIDEO PREPARATION      Entrants are responsible for the technical quality of their videos.

### FORMAT

Your video must be one of the following formats:

flv (flash video)	mp4 (MPEG-4 H.264 encoding)
vp6 (True Motion)	mov (QuickTime PTEG-4 H.264 encoding)

### SIZE

The video file size should not be larger than 500MB to make upload times reasonable. All video files should be sized to 480x320 pixels or larger but the preferred width is 480 wide. Videos less than 480 will NOT be up-scaled to 480, so submit 480 or greater to ensure your video is comparable with others in the category. Videos larger than 480 wide will be transcoded to fit by the player. All video are played back in a 480x320 video player window (or 480x270 if 16:9 ratio) but can also be viewed full screen during the judging process.

### LENGTH

Please submit the correct length (or LESS) as allowed for the category you are entering. For example, DO NOT submit a 22 minute clip for a category with maximum length 15 minutes. The clip will be truncated at the specified time length.

#### Editing Note:

All entries must be entered as originally aired. So that the total entry length meets the allowed entry Time Limit specified for a specific category condensing is allowed as follows:

- **A maximum of three (3) segment edits / lifts** are permitted
- One second of black should be used to indicate the edit point(s).
- For entries where multiple segments or segments from different shows are entered, the final entry must remain in the same order as aired with material not included but simply edited out (no transitions added) and two seconds of black placed in its stead.

### :60 BEST OF CLIP

Please include a 60 second "best of" clip with your EMMY® submission. These clips will be used as part of the winners' reel at the 2012 Southeast EMMY® Awards gala. By submitting your own clip, you have the creative power to showcase the best highlights from your entry. The :60 second clip should be submitted as a Quick Time file and be submitted at the same time you upload your entry video. See Emmy® Express for specific instructions.

## ENTRY FEES

For the purpose of EMMY® entries and entry fees, a “Member” entry is defined as an entry on which at least one (1) LISTED individual is a current NATAS member (2012 Calendar year). All others will be considered “Non-Member” entries. Individuals are members of NATAS and there is no “Station Membership”.

2012 Entry Fees		
Category	Member	Non-Member
News Programming	\$80	\$200
News Gathering	\$80	\$200
<b>Team Coverage</b>	<b>\$250</b>	<b>\$250</b>
News & Program Specialty	\$80	\$200
Programming	\$80	\$200
Spot Announcements	\$80	\$200
<b>Commercials</b>	<b>\$150</b>	<b>\$250</b>
Special Achievement	\$80	\$200
<b>Station Award</b>	<b>\$250</b>	<b>\$250</b>
Crafts Achievement	\$80	\$200
<b>Student Processing Fee</b>	<b>\$25</b>	<b>\$25</b>

All Entrants who are current NATAS members will be automatically identified by EMMY® Express to insure they are charged the lower entry fee for members.

**Payment by Credit Card is preferred when using the EMMY® Express System.**

**If payment must be made by check or money order make all checks payable to: NATAS/Southeast Chapter**

*All other checks will be returned.*

**Submitting a check for multiple entries:** Payment for multiple entries from an individual, station or company may be made with a single check but a list of all entries (*entry title plus*

*category number*) to be covered by the check must be attached to ensure proper credit. For Purchase Orders email our Administrator at [natasadmin@natassoutheast.tv](mailto:natasadmin@natassoutheast.tv) to make billing arrangements.

**Non-members can join NATAS with their entry to receive the member price for their entries!**

The EMMY® Express system will allow you to fill out the membership forms and to make the payment for your membership online. The system will then automatically charge you the reduced member fee for your entries. Membership renewals and new memberships can be made using EMMY® Express.

## Using EMMY®EXPRESS

The Southeast Chapter uses the **EMMY® Express Online** system for entry submittals and for Online video submission. EMMY® Express has been upgraded to provide an easy, fast submission process. All NATAS Member’s Information will be auto-filled in most of the fields required in EMMY® Express. If you do not want to join NATAS, you must become a Registered User to use the upgraded system. You will not be charged a fee, but you will be able to login with your email address and password to access EMMY® Express. The entry system is easy to use and can be accessed anywhere there is Internet access.

**Preparing to make an entry using Emmy® Express** – (What you need before starting the submission process):

- **Name of Entry**
- **Submitting Organization** (the name of the company actually handling the submission (might not be the station/company where the entry aired)
- **Submitter NATAS member # & Password** (if submitter is an entrant, NATAS # will ensure member entry rates – if Submitter is not an entrant be sure to have at least ONE entrants NATAS member # to ensure member rates)
- **Entrants** (and member # if NATAS members)
- **Date Entry aired** (format 01-01-2011)
- **Length of entry**
- **Station/URL of where entry aired**

- **Description/ Précis** (not required but suggested, As an aid to the judges, each entry may include a précis of 100 words or less, stating why the entry is award-worthy. It will be made available for reading by the judges prior to screening the entry)
- **Entry Video file**
- **:60 second “Best of” Video clip**

**The Emmy® Express Online system involves two steps.**

**Step 1) Making an Entry using Emmy® Express – (What to do after your entry is ready)**

The first step is to log in (or register and log in). The entry site will explain the steps completely.

Once you sign in, you will be directed to fill out entry forms, check your entry data for errors, and pay for your entry. You will be able to pay for your entry(ies) by credit card online. (Payment can also be made by sending a check or by making billing arrangements with our administrator).

You will receive an e-mailed confirmation of the entry.

GROUP SUBMISSIONS (submit entries per instructions above). Then, a designated company/station representative can go to the station DASHBOARD to review, approve, upload and pay for ALL station entries before submission and renew or add memberships. Each rep will receive a unique login ID and Password so you can return to the site to make additional entries or to make changes and verify data up until the entry deadline. THE DASHBOARD is for reviewing, approving, paying NOT for inputting the entries – input entries via the normal EMMY® Express link and be sure to select your company/group from the dropdown menu (this will ensure it will be available from your Dashboard).

**Step 2) Submitting your Video via upload link**

After you have submitted your payment form you will be brought to the Payment Summary Page. You will receive an EMMY® Express - Email Copy of the EMMY® Entry receipt and a link will be provided at the bottom to upload your video entry. (You will also find a link to Upload Video on the payment summary page.) Click the link when you are ready to upload.

This will bring you to the Welcome to the EMMY® Express Video Upload Process page. Please read and follow the detailed instructions provided. Video upload should take 1-2 minutes per minute of video but can take longer depending on connection speed and encoding backlog.

Once the video has uploaded and been encoded it will be ready to check.

Check that the video uploaded and plays properly.

You will have the choice to approve or reject and delete.

You will have three opportunities to upload your video (or update it) until the close of entries.

**NOTICE:** The quality and view-ability of the entry is the entrant's responsibility. ENTRANT MUST WATCH AND APPROVE (or reject and re-upload) VIDEO in order for it to be submitted and judged. See Emmy® Express instructions for approval procedure.

**EMMY® Express Online** can be accessed at [www.natassoutheast.org](http://www.natassoutheast.org).

Look for the link to EMMY® Express.

## CERTIFICATION OF ENTRIES

All EMMY® entries must be certified as eligible under the rules and definitions specified in this “Call for Entries” and by the NATAS Southeast Chapter By-Laws.

The EMMY® Certification Committee is responsible for the review of eligibility of all entries prior to judging. The Committee is vested with the authority to determine the eligibility of specific entries; to modify an entry’s category with approval of the entrant; or disqualify the entry if improperly submitted.

A complete list of all submitted entries will be available on the NATAS web site no later than 3 days before this certification. Any entrant or NATAS member may challenge the eligibility of any entry due to content, category, or other eligibility reasons. A challenge to an entry must be made in writing (or email) to the Certification Committee Chairperson prior to the EMMY® Certification Meeting. A challenge may also be made in person at the Certification Committee meeting

**The Certification meeting is open to all current NATAS members and entrants.**

The Southeast Chapter Certification Committee will meet on Thursday, February 23, 2012, at Lighting & Production Equipment, Inc. 590 Travis St. NW, Atlanta to certify all of the entries.

**No entrant or member challenges will be accepted following the Certification Committee Meeting.**

However, The Certification Committee reserves the right to disqualify any entry at any time during the process up to the time of The Awards program and after the Awards program with approval of the National Awards Committee. Disqualifications are open to appeal for 48 hours after notification to the entrant(s) by the Certification Committee.

## CHANGES, CORRECTIONS AND ADDITIONS

The Official Entry Master List spreadsheet will be considered the final listing of all entries. All entrants are required to personally check their entries in the Official Entry Master Posting for accuracy. The posting will remain accessible for a minimum of 90 days prior to the EMMY® Awards. Changes and corrections to the official entry form are allowed in some limited circumstances. Please note, fees will be charged for any changes made to any entry under the following rules:

- Changes and additions made prior to the EMMY® entry deadline: **No charge**
- Changes and corrections after the entry deadline, but prior to, or at, Certification: **No charge**
- Name additions after the entry deadline and before Nominations are announced: **\$100 per addition**
- Changes and corrections after Certification and up to the Nomination Announcement on May 3: **\$75 per change**
- Changes or additions after Nominations are announced and up to May 15, subject to approval by the Certification Committee: **\$250 per change**

**NO CHANGES ARE ALLOWED AFTER May 15, 2012. NO EXCEPTIONS!!!**

Certification criteria must be submitted and approved for added names prior to changes being made.

**Payment for changes must be made prior to changes being made. Changes not paid for in advance will NOT be made. All Payments for changes must be received prior to the awards ceremony or statuettes will not be released.**

Entries are finalized as they appear in the Official Entry Master List. This includes spelling, so check your entries when they are posted on the website at [www.natassoutheast.org](http://www.natassoutheast.org) from approximately February 21 through May 15.

**Please check your entry submission carefully!**

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## **THE AWARD**

Peer groups from other NATAS Chapters judge all entries. Awards will be given only to those individuals whose names appear on the official entry form and program credits as certified by the Certification Committee.

The results of this judging will be supervised by an independent accountant who will tabulate the judging results and prepare the lists of nominees and award honorees for the Southeast Regional EMMY® Awards.

Each winning entry shall receive one (1) statuette at no cost to the entrant. Each additional statuette-eligible entrant shall be entitled to receive a statuette but the recipient(s) will pay the cost for these additional statuettes.

Production Companies, Stations, and Post-Production Houses may each purchase one commemorative statuette for each winning entry for display only. Display statuettes are labeled as commemoratives.

### **Production Plaques and Certificates**

Production plaques and certificates can be ordered to recognize others who made a substantial contribution to an award worthy program. A form for these names should be submitted at the time of entry, but may be submitted as late as the Awards Ceremony. To obtain this form, contact the NATAS office for more information.

## **INDEMNIFICATION**

By entering your work, as indicated by your name and certified submitters signature on the entry form, each Entrant grants to NATAS/Southeast Chapter the right to replay their entry or portion thereof, publicly during the NATAS/Southeast Chapter Awards Ceremony, in any subsequent broadcast/cablecast distribution of the Ceremony in any form, and to stream the entry or portion thereof on our website, without liability to or obligation from NATAS/Southeast Chapter.

## **JUDGING PROCEDURE:**

Panels assembled by other NATAS Chapters will judge entries made to the Southeast Chapter. 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.

While other Chapters provide judges for our entries, we provide judges for other Chapters. Entry into the Southeast EMMY® Awards ensures you the opportunity to judge work by other NATAS Chapter. Answer YES when asked to help judge!

With our new online judging system in place, judging will be an online experience and will allow us to provide more skilled and qualified judges to the Emmy® Award process. This is how we guarantee that the entries selected as being Emmy® worthy are truly the best in television and allied media production.

## **MEMBERSHIP**

NATAS is a member-based organization and membership is open to all professionals of the television and allied media community.

In addition to the EMMY® Awards and judging opportunities, NATAS Southeast membership benefits include:

- Reduced rates on all Southeast Chapter EMMY® entries
- Discounts on tickets to the NATAS SE EMMY® Awards Gala
- Automatic Cinema Club membership = Free Advanced Movie Screenings throughout the year
- Professional Development Programs/Workshops
- Networking Opportunities

Membership renewals and new memberships can be made during the EMMY® entry process via EMMY® Express. All Entrants whose membership are current (2012) will be automatically identified by EMMY® Express to insure they are charged the lower entry fee for members.

A membership form is available at [www.natassoutheast.org](http://www.natassoutheast.org).

# **2012 SOUTHEAST REGIONAL EMMY® AWARD CATEGORIES**

## **GENERAL NOTES**

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 case of news, one story or a series of stories directly related to each other

A maximum of three (3) segments/lifts is permitted to bring longer program entries to the required time limit.

There may be one award, more than one award, or no award presented in each category.

News Entries are allowed a maximum of three (3) entrants unless otherwise noted. Program Entries are allowed a maximum of four (4) entrants unless otherwise noted. Craft Entries where a collaborative effort is accepted are allowed a maximum of four (4) entrants. Spot Announcement Entries are allowed a maximum of four (4) entrants unless otherwise noted.

## **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 reports must be included.

### **1. NEWSCAST – DAILY**

#### **A. MARKETS (1-49)**

#### **B. MARKETS (50-99)**

#### **C. MARKETS (100+)**

For excellence in a regularly scheduled daily 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**

\*This category has no limit to the number of entrants. However, only those individuals directly responsible for the particular newscast entered may be considered an eligible entrant.

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## **NEWS GATHERING**

**News Entries allow a maximum of three (3) entrants unless otherwise noted.**

### **5. GENERAL ASSIGNMENT REPORT**

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

**Time limit: 10 minutes**

*COMMENT: This is the basic news reporting done day-in day-out by a News Department. This is for the coverage of planned events and done as planned assignments. No time limit entries should be carefully reviewed to insure that these were assigned reports and not pitched or created reports that would fall under Feature or Special Reports.*

### **6. 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.*

Note: Regional winners in this category (6. Breaking News) 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. 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 in a newscast. Entry may include multiple live and/or taped elements and online content.

**Time limit: 15 continuous minutes of one news story**

\*This category has no limit to the number of entrants. However, only those individuals directly responsible for the particular story entered may be considered an eligible entrant.

### **8. SPOT NEWS**

For excellence in coverage of a single, unanticipated news event that is shot, edited, produced and aired 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.*

Note: Regional winners in this category (8. Spot News) 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.

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**9. 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.

**Time limit: 30 minutes**

At least three segments should be entered to show the overall coverage of one news story over a longer period of time.

*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.*

\*This category allows a maximum of fifteen (15) entrants.

**10. INVESTIGATIVE REPORT \***

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.**

\*This category allows a maximum of five (5) entrants

**NOTE:** 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.

**11. FEATURE NEWS REPORT**

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.**

**12 NEWS SPECIAL**

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of current topic.

**Time limit: 60 minutes.**

## **NEWS & PROGRAM SPECIALTY**

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 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 3 edits is permitted to bring longer programs to the required time limit.

News Entries allow a maximum of three (3) entrants unless otherwise noted.  
Program Entries allow a maximum of four (4) entrants unless otherwise noted.

### **13. ARTS/ENTERTAINMENT**

#### **PROGRAM FEATURE/SEGMENT AND PROGRAM/SPECIAL**

For excellence in a feature or segment from a program, a series or special or in a program, a series or a special that covers general entertainment, variety, or visual and performing arts.

**Time limit: 30 minutes**

### **14. BUSINESS/CONSUMER - NEWS**

\*\*\* SUB CATEGORIES A, B AND C MAY BE JUDGED TOGETHER.

**A. News Single Story\*\*\***

**B. News Series\*\*\***

**C. News Feature\*\*\***

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

**Time limit: 10 minutes**

**Series time limit: 15 minutes**

### **15. CHILDREN/YOUTH (12 AND UNDER)**

#### **PROGRAM, PROGRAM FEATURE/SEGMENT AND PROGRAM/SPECIAL**

For excellence in a feature or segment from a program, series or special or in a program, series or special that covers issues of specific interest to a target audience 12 years of age and under.

**Time limit: 10 minutes**

**Series Time limit: 30 minutes**

### **19. HEALTH/SCIENCE**

\*\*\* SUB CATEGORIES A, B AND C MAY BE JUDGED TOGETHER.

**A. NEWS SINGLE STORY\*\*\***

**B. NEWS SERIES\*\*\***

**C. NEWS FEATURE\*\*\***

For excellence in coverage of health, science, medical topics or subject matter.

**Time limit: 10 minutes.**

**Series time limit: 15 minutes**

#### **D. PROGRAM FEATURE/SEGMENT AND PROGRAM/SPECIAL**

For excellence in a feature or segment from a program, series or special or in a program, series or special that covers health, science, medical topics or subject matter.

**Time limit: 10 minutes.**

**Series Time limit: 30 minutes.**

**20. HISTORIC/CULTURAL - PROGRAM****PROGRAM FEATURE/SEGMENT AND PROGRAM/SPECIAL**

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

**Time limit: 10 minutes.**

**Program/Series Time limit: 30 minutes**

**26. SPECIALTY ASSIGNMENT REPORT**

*\*\*\*SUB CATEGORIES A, B AND C MAY BE JUDGED TOGETHER.*

**A. News Single Story\*\*\*****B. News Series\*\*\*****C. News Feature\*\*\***

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.**

**27. SPORTS****A. News Single Story**

For excellence in coverage of a single sports story in general, sports related topics or subject matter within a news program.

**Time limit: 10 minutes**

**B. Sportscast**

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

**Time limit: 10 minutes**

**E. Program Feature/Segment**

For excellence in a feature or segment from a 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.

**Time limit: 10 minutes.**

*\*\*\*SUB CATEGORIES F AND G MAY BE JUDGED TOGETHER.*

**F. PROGRAM - DAILY OR WEEKLY PROGRAM\*\*\*****G. PROGRAM - PROGRAM SERIES \*\*\***

For excellence in a 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.**

**NOTE:**A daily or weekly program is one that airs in the same time slot on a recurring basis. Such a program should be entered in sub-category F. A program or segment from a series that airs on an irregular schedule should be entered in sub-category G. Programs from the same series may only be entered in one of these sub-categories.

**27. SPORTS (CONTINUED)**

**H. 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**

**28. 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.**

**30. WEATHER**

For excellence in coverage of weather in general, weather related topics or subject matter within a news program.

**Time limit: 10 minutes.**

## **PROGRAMMING**

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 3 segments/lifts is permitted to bring longer programs to the required time limit. If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program

**Program Entries allow a maximum of four (4) entrants unless otherwise noted.**

### **31. DOCUMENTARY**

*\*\*\*SUB CATEGORIES A, B AND C MAY BE JUDGED TOGETHER.*

**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**

### **32. INFORMATIONAL/INSTRUCTIONAL**

**FEATURE/SEGMENT AND PROGRAM/SPECIAL**

For excellence in a feature or segment from a presentation of stories or in a regularly scheduled program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject

**Time limit: 10 minutes**

**Program Series Time limit: 30 minutes**

### **33. INTERVIEW/DISCUSSION**

**FEATURE/SEGMENT AND PROGRAM/SPECIAL**

For excellence in a feature or segment from a program, series or special, or in a program, series or special consisting of interview/discussion material that is at least 75% unscripted.

**Time limit: 10 minutes**

**Program Series Time limit: 30 minutes**

### **34. MAGAZINE PROGRAM**

**FEATURE/SEGMENT AND PROGRAM/SPECIAL**

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

**Time limit: 10 minutes.**

**Program/Series Time limit: 30 minutes.**

**36. PUBLIC/CURRENT/COMMUNITY AFFAIRS**

**FEATURE/SEGMENT AND PROGRAM/SPECIAL**

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

**Time limit: 10 minutes.**

**Program/Series Time limit: 30 minutes.**

**37. SPECIAL EVENT COVERAGE (OTHER THAN NEWS OR SPORTS)**

*SUB CATEGORIES A AND B MAY BE JUDGED TOGETHER.*

**A. Live\*\*\***

**B. Edited\*\*\***

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.**

## **SPOT / ANNOUNCEMENTS**

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.

**Spot/Announcements entries allow a maximum of (four) 4 entrants unless otherwise noted.**

### **39. 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

### **40. PROMOTION**

*\*\*\*Sub Categories A and B may be judged together.*

#### **A. NEWS PROMO - SINGLE SPOT\*\*\***

#### **B. NEWS PROMO - SINGLE SPOT/SAME DAY\*\*\***

#### **C. NEWS PROMO – CAMPAIGN**

#### **D. NEWS PROMO - IMAGE**

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.

*\*\*\*Sub Categories E and F may be judged together.*

#### **E. PROGRAM – SINGLE SPOT \*\*\***

#### **F. PROGRAM – CAMPAIGN \*\*\***

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.

### **41. COMMERCIAL**

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market.

**Spots may be 5-seconds to 5 minutes in length. Program length commercials (infomercials) are not eligible.**

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## **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.

### **42. STATION EXCELLENCE**

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.

**Time Limit: 60 minutes.**

### **43. NEWS EXCELLENCE**

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.

**Time Limit: 60 minutes.**

### **46. 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/cablecast 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**

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 unless otherwise noted.**

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 craft persons, not those that supervise craft persons.

### **47. AUDIO**

*\*\*\*SUB CATEGORIES A AND B MAY BE JUDGED TOGETHER.*

**A. LIVE\*\*\***

**B. POST PRODUCTION\*\*\***

### **48. CRAFT SPECIALTY**

**A. MUSICAL COMPOSITION/ARRANGEMENT**

Scores, Lead sheets, or computer printout of copyright notice and composers name(s) must accompany this entry.

**D. MAKEUP**

No before shots allowed. Only original broadcast material may be submitted.

### **49. DIRECTOR**

**(INDIVIDUALS ONLY- COLLABORATIVE WORK WILL NOT BE ACCEPTED.)**

**A. LIVE OR LIVE –TO-TAPE (NON NEWS)**

**B. NEWSCAST**

**E. TECHNICAL DIRECTOR**

### **50. EDITOR**

**A. PROGRAM (NON-NEWS)**

**B. SHORT FORM (PROMOS, PSAs, COMMERCIALS, OPENS, ETC.)**

**C. NEWS**

### **51. GRAPHIC ARTS**

*\*\*\*SUB CATEGORIES A AND D MAY BE JUDGED TOGETHER.*

**A. GRAPHIC ARTS\*\*\***

**D. ANIMATION\*\*\***

**H. SET DESIGN**

Plans, Drawings and Design Elevations must be submitted with the entry.

### **52. LIGHTING**

### **53. NEWS PRODUCER**

**(INDIVIDUALS ONLY--COLLABORATIVE WORK WILL NOT BE ACCEPTED)**

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.

**54. On-Camera Talent**  
**(Individuals only--Collaborative work will not be accepted)**

- A. ANCHOR – NEWS
- B. ANCHOR – WEATHER
- C. ANCHOR – SPORTS
- E. PERFORMER/NARRATOR/PROGRAM HOST/ MODERATOR
- I. REPORTER – GENERAL ASSIGNMENT
- J. REPORTER – INVESTIGATIVE
- K. REPORTER – LIVE
- N. REPORTER – SPECIALTY ASSIGNMENT
- O. REPORTER – SPORTS
- S. SPORTS PLAY-BY-PLAY / SPORTS ANALYST

**55. PHOTOGRAPHER**

- A. PROGRAM (NON-NEWS)/SHORT FORM  
(PROMOS, PSAs, COMMERCIALS, OPENS, ETC.)
- C. NEWS

**56. TECHNICAL ACHIEVEMENT (ENGINEERING ACHIEVEMENT)**

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition.

Entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement.

**Time limit: 30 minutes.**

**57. VIDEO JOURNALIST**

For excellence as a Video Journalist who acts as a cross-discipline producer, serving as photojournalist, editor, talent, writer and producer for the story. Entry may not be entered in any other craft or program category.

**58. WRITER**

- A. PROGRAM (NON-NEWS)
- B. SHORT FORM (PROMOS, PSAs, COMMERCIALS, OPENS, ETC.)
- D. NEWS

**59. STUDENT PRODUCTION (PLAQUE ELIGIBLE)**

A crystal pillar plaque 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. Entry must be validated by a professor/teacher. Students responsible for the production, as specified in writing by the school, will each receive an EMMY® certificate.

- A. NEWS
- B. NON-NEWS PROGRAMS

**Time limit: 30 minutes.**