

EMMY® 2010 Call for Entries

The 36th Annual Pacific Southwest Emmy® Awards

honoring outstanding achievement in regional television in the Pacific Southwest including San Diego, Las Vegas, Santa Barbara, San Luis Obispo, Santa Maria, Bakersfield and Palm Springs

PURPOSE: To recognize outstanding achievements in television 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 industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television.

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 Academy's 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.

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

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 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. 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.

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

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

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

JUDGING PROCEDURE: Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than 5 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.


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

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

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

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

ENTRY FORMAT:

Entries will be accepted only as DVD video . PLEASE NOTE: TWO DVD COPIES MUST BE SUBMITTED FOR EACH ENTRY. The readability of the DVDs is the responsibility of the entrant. DVDs that cannot be 'read' cannot be judged and entry fees will **not** be refunded. It is recommended that you view on a late model consumer DVD player before submitting the entry.

The following guidelines shall apply:

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

A one page written description should accompany each entry submission.

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 duplicate statuette for public display at their place of business (one each; up to a maximum of three per winning entry).

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

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

PROMOTION: Emmy® winners may refer in advertising and publicity to the fact that they are an Emmy® recipient and, for one year after the award was bestowed may use a replica of the Emmy® statuette in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

EMMY® 2010 Categories

NEWS PROGRAMMING

The Emmy® award recognizes outstanding achievement in various forms of programming. The award is to the producer, defined as the individual or individuals most responsible for the overall content of the entry. The credit on all programming entries is "producer" regardless of the individual entrant's involvement. *The intent is to present the award to the producer directly involved in creating the program.*

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.

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.

Programs exceeding 60 minutes must be shortened so that the total entry constitutes no more than one hour. **A maximum of three segments/lifts is permitted to bring longer program entries to the required time limit.**

SPECIAL ACHIEVEMENT

1. NEWSCAST EVENING

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.**

A: Larger Markets - San Diego

B: Medium Market - Las Vegas

C: Smaller Markets - Southwest (Santa Barbara-Santa Maria-San Luis Obispo, Bakersfield, Palm Springs)

2. NEWSCAST MORNING

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.**

A: Larger Markets - San Diego

B: Medium Market - Las Vegas

C: Smaller Markets - Southwest (Santa Barbara-Santa Maria-San Luis Obispo, Bakersfield, Palm Springs)

3. NEWSCAST WEEKEND

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.**

A: Larger Markets - San Diego

B: Medium Market - Las Vegas

C: Smaller Markets - Southwest (Santa Barbara-Santa Maria-San Luis Obispo, Bakersfield, Palm Springs)

4. TEAM COVERAGE

For excellence by a team involved in covering multiple stories on a single subject, shot, edited, produced and aired within 24 hours in a regularly scheduled newscast. Entry may include multiple live and/or taped elements and online content. **Time limit: 15 continuous minutes.**

5. 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.**

NEWS PROGRAMMING

6. BREAKING/SPOT NEWS COVERAGE

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

B. Spot News

For excellence in coverage of a single, unanticipated news event that is shot, edited, produced and aired within 24 hours on a regularly scheduled 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: Limited to a single report.**

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

7. GENERAL ASSIGNMENT REPORT

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

8. INVESTIGATIVE REPORT Single Story or Series

For excellence in reporting of a community problem requiring research and investigative journalism, aired within a regularly scheduled 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.**

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

9. NEWS SPECIAL

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic aired outside any regularly scheduled news program. Subject should be an in-depth treatment of current topic. **Time limit 60 minutes.**

SPECIALTY REPORTING - NEWS**10. ARTS/ENTERTAINMENT Single Story or Series**

For excellence in coverage that focuses on general entertainment, variety or visual and performing arts. **Time limit: 10 minutes. Series time limit: 15 minutes.**

11. BUSINESS/CONSUMER Single Story or Series

For excellence in coverage of business, finance, consumer affairs or consumer topics. **Time limit: 10 minutes. Series time limit: 15 minutes.**

12. CRIME Single Story or Series

For excellence in coverage of subjects that focus on violent or white collar crimes or other violations of law. **Time limit: 10 minutes. Series time limit: 15 minutes.**

13. EDUCATION/SCHOOLS Single Story or Series

For excellence in coverage of subjects that focus on schools, teaching or education. **Time limit: 10 minutes. Series time limit: 15 minutes.**

14. ENVIRONMENT Single Story or Series

For excellence in coverage of environmental impact issues, topics or subject matter. **Time limit: 10 minutes. Series time limit: 15 minutes.**

15. HEALTH/SCIENCE Single Story or Series

For excellence in coverage of health, science, medical topics or subject matter. **Time limit: 10 minutes. Series time limit: 15 minutes.**

16. HISTORIC/CULTURAL Single Story or Series

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics. **Time limit: 10 minutes. Series time limit: 15 minutes.**

17. HUMAN INTEREST Single Story or Series

For excellence in coverage of stories that appeal to the human spirit. **Time limit: 10 minutes. Series time limit: 15 minutes.**

18. POLITICS/GOVERNMENT Single Story or Series

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

19. RELIGION Single Story or Series

For excellence in coverage of subject matter of a religious and/or spiritual nature. **Time limit: 10 minutes. Series time limit: 15 minutes.**

20. MILITARY Single Story or Series

For excellence in coverage of military issues at home and/or abroad. **Time limit: 10 minutes. Series time limit: 15 minutes.**

SPORTS**21. SPORTS****A. News Single Story or Series**

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. **Time limit: 10 minutes. Series time limit: 15 minutes.**

B. Regularly Scheduled Daily or Weekly Program (LIVE or LIVE to Tape)

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event or sports series (not sporting game or play-by-play, see Category 21). Entry must be live or live to tape (not wrap-arounds, or ins and outs, see Category 21C). Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event, not to be taken from a regularly scheduled newscast. 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. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes. (A maximum of three segments/lifts is permitted to bring longer programs to the time limit).

C. Regularly Scheduled Daily or Weekly Program (Post Production)

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event or sports series (not sporting game or play-by-play, see Category 21). Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event, not to be taken from a regularly scheduled newscast. 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. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes. (A maximum of three segments/lifts is permitted to bring longer programs to the time limit).

D. Program Sports Feature/Segment

For excellence in a feature or segment from a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. **Time limit: 10 minutes.**

22. SPORTS 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 must 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.**

PROGRAMMING

23. CHILDREN Program/Special

For excellence in a regularly scheduled program, series or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under. **Time limit 30 minutes.**

24. DOCUMENTARY

- 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**

25. EDUCATION/SCHOOLS Program/Special

For excellence in a regularly scheduled program, series or special that focuses on schools, teaching or education. **Time limit 30 minutes.**

26. ARTS/ENTERTAINMENT PROGRAM

For excellence in a regularly scheduled program, series or special that focuses on general entertainment, variety or visual and performing arts. **Time limit: 30 minutes.**

28. INTERVIEW/DISCUSSION Program/Special

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

29. HEALTH/SCIENCE Program/Special

For excellence in a regularly scheduled program, series or special that focuses on health, science or medical topics or subject matter. **Time limit 30 minutes.**

30. HISTORICAL/CULTURAL Program/Special

For excellence in a regularly scheduled program, series or special that focuses on historical, cultural and/or ethnic issues or topics. **Time limit 30 minutes.**

31. INFORMATIONAL/INSTRUCTIONAL Program/Special

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

32. MAGAZINE PROGRAM/Special

For excellence in a regularly scheduled program, series or special consisting of various stories of local interest designed to entertain and inform. **Time limit 30 minutes.**

34. MILITARY Program/Special

For excellence in a regularly scheduled program, series or special that focuses on military issues at home and/or abroad. **Time limit 30 minutes.**

35. PUBLIC/CURRENT/COMMUNITY AFFAIRS Program/Special

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

36. RELIGION Program/Special

For excellence in a regularly scheduled program, series or special that focuses on subject matter of a religious and/or spiritual nature. **Time limit 30 minutes.**

37. SPECIAL EVENTS COVERAGE (other than News or Sports)

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 70% live material. **Time limit 30 minutes.**

- A. Live**
- B. Edited**

SPOT ANNOUNCEMENT/COMMERCIALS

The Emmy® award honors outstanding achievement in the production of public service announcements, commercials and promotional announcements. The award is to the producer who was most directly responsible for the quality and award worthiness of an entry. An entry may be a single public service, commercial or promotional announcement or a series of up to three 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 locally 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 2-minutes in length.** Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included.

38. COMMUNITY/PUBLIC SERVICE (PSAs)

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

39. PROMOTION

- A. News Promo - Single Spot**
- B. News Promo – Campaign/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.

- C. Program – Single Spot/Campaign**
- D. Program – Image**

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as locally produced spots for network and/or syndicated programming.

40. COMMERCIAL – SINGLE SPOT, SERIES OR 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 5-seconds and 2-minutes in length. Program length commercials (infomercials) are not eligible.

INDIVIDUAL CRAFTS ACHIEVEMENTS

An Emmy® statuette may be awarded for outstanding original individual achievement in the following crafts.

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.**

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

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

47. ANIMATION/GRAPHIC DESIGN

48. ART DIRECTION

49. AUDIO

50. CHOREOGRAPHY

51. MUSICAL COMPOSITION/ARRANGEMENT

52. DIRECTOR

- A. Newscast
- B. Live or Live to Tape
- C. Post-Production
- D. Short Form (Promos, PSAs, Commercials, Opens, etc.)

53. EDITOR (WITHIN 24 HOURS)

- A. News

54. EDITOR (NO TIME LIMIT)

- A. News
- B. Program (Non-news)
- C. Short Form (Promos, PSAs, Commercials, Opens, etc.)

55. EDITOR SPORTS

56. LIGHTING

57. ON-CAMERA TALENT

- A. Anchor
- B. Reporter
- C. Reporter - Sports
- D. Anchor - Weather
- E. Program Host/Moderator
- F. Performer/Narrator

58. PHOTOGRAPHER

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

59. SET DESIGN**60. TECHNICAL DIRECTOR****61. WRITER**

- A. News
- B. Program (Non-News)
- C. Short Form (Promos, PSAs, Commercials, Opens, etc.)
- D. Commentary/Editorial

STUDENT PRODUCTION**64. STUDENT PRODUCTION**

- A. News
- B. Non-News Programs

A 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 within the Pacific Southwest Chapter during the eligibility year. All entries must be sponsored by the school and validated by a professor/teacher. No professional services can be used in production. Productions need not have been aired, but must have been produced under school auspices during the preceding calendar year. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate. Time limit: 30 minutes.