

THE UPPER MIDWEST CHAPTER
REGIONAL EMMY® AWARDS
CALL FOR ENTRIES



SAVE THESE DATES!

Entry Deadline: Friday, June 12, 2009

Emmy® Nominations: Friday, August 21, 2009

Emmy® Awards Gala: Saturday, September 26, 2009

NEW THIS YEAR!

Lower Entry and Membership fees!

Category for Weekend Newscasts! (Category 3)

Entry opportunities just for Community/Cable/Public Access Television! (Category 10)

2 (two) DVDs are required for each entry!

ELIGIBILITY PERIOD

All entries must have been originally telecast, broadcast within the Awards Year from June 1, 2008 through May 31, 2009.

ELIGIBILITY AREA

All broadcast and cable markets within the following Designated Market Areas (DMAs): Minneapolis-St. Paul, Des Moines-Ames, Cedar Rapids-Waterloo-Iowa City-Dubuque, Sioux Falls (Mitchell), Fargo-Valley City, La Crosse-Eau Claire, Duluth-Superior, Sioux City, Rochester-Mason City-Austin, Minot-Bismarck-Dickinson, Rapid City, Mankato. Advanced Media entries must have been intended for consumption and be of interest to this regional audience,

NEW LOWER ENTRY FEES:

	MEMBER	NON-MEMBER*
Categories 1-9 and 11-24	\$70	\$170
Category 10	\$50	\$150
Category 25	\$250	\$250
Categories 26-35	\$50	\$150
Categories 37-52	\$50	\$150
Student Categories 36 & 53	\$25 (processing fee)	

**Hint: Start or renew your membership when you enter to take advantage of member discount! Follow instructions at NTAUpperMidwest.org.*

Remember! A portion of your entry fee goes to the Upper Midwest Chapter Scholarship Fund.

QUESTIONS?

Call Teresa Vickery at 952-474-7126

or email info@NTAUpperMidwest.org

ENTRIES

The entire entry process, including payment, is online at MidwestEmmys.org Broadcast entries are accepted on DVD format only. Advanced Media entries are accepted on CD-R, DVD-R, or URL. The readability of your entry is your responsibility. If your DVD cannot be read, it will not be judged and your entry fee will not be refunded.

We recommend:

- DVD-R format
- Finalize your DVD, and test your completed disk on a different DVD player than the one used to burn the entry, to check that the finalization process was completed
- Use a brand-name disk
- Printed DVD labels are not recommended. Use a permanent marker in legible handwriting and print *****ONLY***** Category Number, ID Number, and Title of the Entry, on the disk. Example: ***Breaking News / #4-14 / "Live and Late Breaking!"*** Neatness counts!
- Use a clear sleeve, square-shaped is best. Avoid the rectangular movie-style cases.
- One entry per DVD. Submit 2 (two) DVDs for each entry.
- Why risk breaking the disk? Use a box or padded envelope to ship your entry
- Include 2 copies of your entry form, no staples!
- Important: Include your check for the entry fee with the DVD, or include proof of online payment.

- Groups submitting more than 10 entries need to include a Master List
- Read the FAQ, pages 3 and 4, for more details about your entry
- Changes/corrections to original entry form will incur a \$35 reprocessing fee.
- Entrants are responsible for the correct spelling of all information on the entry form. Please proof your entries for typos!
- Entries honored with Regional Emmy® Awards will not be returned, but will be retained by NATAS for archival purposes.
- All entries must reflect the highest standard of broadcast ethics, including accuracy and truth.
- Submission of an entry constitutes permission for the Upper Midwest chapter of NATAS to telecast, webcast or screen the entry, or portions of the entry, as part of the Emmy® awards competition, promotion and/or program. Emmy® awarded entries will be kept in the Chapter archives for research and educational purposes. The National Academy retains all rights to any webcast, telecast, video recording, audio recording or photographs of the Emmy® awards presentation and any use of the material without written permission is strictly prohibited. Clips from the telecast of the Emmy® awards, however, may be used in newscasts.

**All Emmy® Awards entry materials are to be mailed/delivered to:
NTA Upper Midwest Regional Awards
c/o Pavek Museum of Broadcasting
3515 Raleigh Ave S
St. Louis Park, MN 55416**

Thanks, again, to the Pavek Museum of Broadcasting for serving as collection point for Emmy® Awards entries! Deliver your entries and make time to check out their extensive collection of broadcasting history. Pavek Museum of Broadcasting: 952-926-8198

THE EMMY AWARDS

Emmy® statuettes are awarded in all categories except Student Achievement which is eligible for a plaque. For those not eligible for statuettes, Production Certificates and/or plaques may be purchased from the Upper Midwest chapter office for those who have participated in an award winning entry.

One statue is presented for each winning entry. Additional statues may be purchased by individuals who made a significant contribution to the entry and are named on the entry. Statue cost: \$250 – members/\$350 – non-members.

NOMINATIONS

Announced: August 21, 2009 via the Upper Midwest website: MidwestEmmys.org. Nomination certificates will be mailed to nominees upon request.

EMMY® AWARDS GALA

Saturday, September 26, 2009 at the Pantages Theater, Minneapolis

ENTRY FAQs

Can I enter under my News Director's name to avoid paying the membership fee? No. The person who did the work should enter the piece. Membership fees have been lowered to make this more palatable. No more scamming the system!

Composite entries? A composite is a sampling of segments, which convey to a judging panel the scope, breadth or range of an entry. Crafts Achievement categories may be composites (but it is not required) unless otherwise noted, containing samples of 3 or more different pieces of work exactly as aired. All composite entries must be clearly marked on the entry form. To differentiate between pieces, lay 3 seconds of black before the next piece begins. No additional effects or music are allowed. Composite entries must adhere to all

guidelines; the “3 seconds of black” rule will be enforced to prohibit post-production.

What’s the “3 seconds of black” rule? In composite entries, you lay down a full 3 seconds of black prior to the next segment beginning. If there’s less space between segments, your entry may be disqualified. You may format your disk to include a menu, so the judges can choose each of your segments, instead of laying down black between them.

What’s Double-Dipping? This is the practice of submitting the same entry in two categories. It’s allowed, but ONLY if you performed more than one function on the show, and use that credit on the entry(s). The National Academy will not award two statues to the same person for doing the same thing on the same entry. A good rule of thumb is this: if you performed one function on the show, enter it in one category; two functions, two categories, etc. For example, if you were the producer and the director, you’d enter as the producer in the program or news category, and enter as *the director* in a craft category.

How many people can be listed per entry? List the names of everyone specifically involved in creating the entry. We present one statuette to the primary entrant. If the entry wins, all additional names will be eligible to purchase a statuette after the show, at a cost of \$250/statue.

What do I put on the disk? Entries must be submitted exactly as aired, i.e. what the viewer saw. Previously broadcast or syndicated material may not constitute more than 1/3 of an entry and must be clearly indicated on the entry form. Additional audio and video material may not be added. Editing, or other post production is not allowed. Each DVD must contain one entry per category. All commercials must be edited out leaving 3 seconds of black between segments. **All entries over :30 must include a :30 clip at the end**

of the entry, following 10 seconds of black, for possible use during the Emmy® awards ceremony. Do not use color bars or slates; “menu” selections are OK.

What do I include with my entry? All entrants must submit two copies of a complete entry form (not the email version, please! Use the “printable version” link on the email to create a clean copy), the applicable fees, or proof of online payment, and appropriate labeling of the disk. Use a box or padded envelope when mailing; hand deliver in a large envelope. Do not staple your entry forms, or stuff them into the DVD sleeve.

No Post-production? Nope; nada. No added music, animation, narration, graphics, nothing. Your entry is not supposed to look like a demo reel. Post-production equals disqualification.

Can I submit the same work in two places? Any single piece of work may be entered in only one News or Program category. If an entry is submitted in both a News and Program category, it must change content by two-thirds or be disqualified. Please refer to the Double-Dipping information, above, for additional details. You **can** enter a piece in a news or program category and a craft category.

What about entering segments or packages from full-length programs that have already been entered elsewhere? Segments or packages from full length programs or newscasts entered in news and program categories may also be entered in another relevant category providing that the segment does not constitute more than 33% of the full-length program or newscast. Please refer to the Double-Dipping information, above, for additional details.

What defines “News” or “Program”? Traditionally, entries within any given “News” category are excerpted from a scheduled or breaking newscast. Entries shown strictly outside of such news programming fall into the “Program” categories. Submission into

respective categories is up to the entrant(s) to decide, but the exact same entry cannot be submitted into both “News” AND “Program”.

All Emmy® Awards entry materials are to be mailed/delivered to:
NTA Upper Midwest Regional Awards
c/o Pavek Museum of Broadcasting
3515 Raleigh Ave S
St. Louis Park, MN 55416

QUESTIONS?

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UPPER MIDWEST REGIONAL EMMY® AWARD CATEGORIES

(Advanced Media/Broadband categories start at #37)

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 edits is permitted to bring longer program entries to the stated entry time.

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 segments must be included.

1. Newscast - Daytime (12a-5pm)

A. Larger Markets (1-20)

B. Medium Markets (21-140)

C. Smaller Markets (141+)

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

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.

2. Newscast – Evening (5pm-midnight)

A. Larger Markets (1-20)

B. Medium Markets (21-140)

C. Smaller Markets (141+)

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

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.

3. Newscast – Weekend

A. Larger Markets (1-20)

B. Medium Markets (21-140)

C. Smaller Markets (141+)

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

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. *(Note: Enter*

your weekend, Fri/Sat or Sat/Sun newscast, not your main 5-day newscast.)

NEWS GATHERING

4. General Assignment Report

A. Within 24 Hours

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.

B. No Time Limit

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

5. 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. Time limit: 15 minutes.

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.

6. 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. A stand-alone segment from

this composite may be entered in one other area. 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

7. Investigative Report

A. Single Story

B. 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.

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.

8. Feature News Report

A. Light Feature/Series

B. Serious Feature/Series

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes or two complete reports, if longer.

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.

NEWS & PROGRAM SPECIALTY

The following areas are open to entries created, written, produced and broadcast/cablecast by news, public affairs and program personnel. One award, more than one award, or no award is given to the producer(s) 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.

10. Community/Cable/Public Access Television

A. Newscast

For excellence in a regularly scheduled 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.

B. 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 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.

C. Edited Program – Sports, News, or Entertainment

For excellence in a regularly scheduled program or special that focuses on sports, news (other than a newscast) or entertainment. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

11. Arts/Entertainment Feature/Segment/Special

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

12. Business/Consumer News Single Story/Series

For excellence in coverage of business, finance or consumer topics. Time limit 10 minutes or two complete reports, if longer.

13. Children/Youth (12 and under)/Teen Feature/Segment/Special

For excellence in a regularly scheduled program or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

14. Health/Science

A. News Single Story/Series

For excellence in coverage of health or science topics. Time limit 10 minutes or two complete reports, if longer.

B. Program Feature/Segment

For excellence in a regularly scheduled program or special that focuses on health, science or medical topics or subject matter. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

15. Politics/Government

A. News Single Story/Series

For excellence in coverage of political subjects or issues. Time limit 10 minutes or two complete reports, if longer.

B. Program Feature/Segment/Special

For excellence in a regularly scheduled program or special that focuses on political, civil or public affairs topics or subject matter. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

16. Sports

A. News Feature

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit 10 minutes or two complete reports, if longer.

B. Program

For excellence in 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. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a regularly 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. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit).

17. Sporting Event/Game – Live/Unedited

A. Program/Special

B. Series

For excellence in production of a single program 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

The following categories are open to entries created, written, produced and broadcast/cablecast by public affairs, and programming personnel. 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.

18. 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.

19. Magazine Program

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

20. Public/Current/Community Affairs

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

21. 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 70% live material. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.)

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 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.

22. 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.

23. Promotion

A. News Promo

For excellence in spot or series announcements intended to drive viewers to a specific story or series in a newscast.

B. Image - News

For excellence in announcements that promote a news image, including sports, weather and/or franchise stories. This includes promotion of your news, weather, and sports team.

C. Program

D. Image - Station

For excellence in spot or series announcements that promote your station in the market.

24. 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 2:00 in length. Program length commercials (infomercials) are not eligible.

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.

25. Station Excellence

For excellence in overall station or cable/sports system operations, during the eligibility period. Entry should reflect the station or cable/sports system's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the station and involvement in the community, and any further evidence of station excellence. Entry should emphasize the quality, breadth and efficacy of a station's operations, stressing substance rather than style, and exhibit station's performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Entry should include a one-page, written synopsis of the station's operation, product, accomplishments and achievements. Entry length shall not exceed 60 minutes.

A. Larger Markets (1-20)

B. Medium Markets (21-140)

C. Smaller Markets (141+)

CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific television discipline demonstrating the skills of one or more individuals. Submit a single example of the craft or a composite

of material as originally broadcast. Limit 15 minutes.

While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

26. Audio

27. Craft Specialty: Musical Composition/Arrangement

28. Director

- A. Live or Live to Tape**
- B. Post-Production**

29. Editor

- A. Program**
- B. News**
- C. Sports**

30. Graphic Arts

- A. Graphics**
- B. Graphics -News**
- C. Animation**

31. Lighting

- A. Studio**
- B. Location**

32. On-Camera Talent

- A. Anchor - News**
- B. Anchor – Weather**
- C. Anchor – Sports**
- D. Commentator/Editorialist**

E. Program Host/Moderator

F. Reporter – General Assignment

G. Sports Analyst

H. Sports Play-by-Play

33. Photographer

- A. Program**
- B. News**
- C. Sports (Single Camera Only)**

34. Technical Achievement

Technical Achievement recognizes excellence in technical engineering and might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is so 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. Entry limited to 30 minutes.

35. Writer

- A. Program**
- B. News**

STUDENT PRODUCTION (Plaque Eligible)

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 during the eligibility year. Entry must be signed by a professor/teacher. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate. Time limit 30 minutes.

36. Student Production

- A. News**
- B. Programs (Non News/Entertainment)**

ADVANCED MEDIA EMMY® AWARD CATEGORIES

Outstanding Achievement in Content for Broadband and Portable Delivery Awards will be given in recognition of editorial content and video production creativity in original material created primarily for consumption on non-traditional viewing platforms such as computers, mobile phones, PDAs and similar devices. Judges will give significant weight to the entrant's utilization of advanced media capabilities, (i.e. interactivity, and viewers' choice of images), when determining award-worthy entries.

Examples of potential submissions may be (but not limited to) vodcasts, podcasts, webcasts, video blogs, web-site programs including journalistic reporting, event coverage or event analysis, mobisodes, video-on-demand content and any other form of material delivered over an IP network or platform like wireless, broadband or VOD.

One award, more than one award, or no award may be given to the person(s) directly responsible for the content and execution of the program or segment. Content directors, managing editors, writers, editors, graphic artists, video editors, directors, photographers, hosts, moderators, anchors, reporters, assignment editors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Enter 15 minutes of complete program or compilation not to exceed 15 minutes.

Additional rules and procedures apply. (see Standard Clauses, below)

QUESTIONS?

Call Teresa Vickery at 952-474-7126
or email info@MidwestEmmys.org

NEWS GATHERING

Judged on Content, Creativity, Execution

37. Advanced Media - News Programming

For excellence in coverage of news in general, news related topics or subject matter.

38. Advanced Media - Breaking News / Continuing Coverage

For excellence in coverage of a single unanticipated news event that is streamed simultaneously with the news event being covered. Entry may include multiple live or taped elements.

-and /or-

For 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. A stand-alone segment from this composite may be entered in one other category.

39. Advanced Media - Investigative Report

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)

PROGRAM CATEGORIES

Judged on content, creativity and execution.

40. Advanced Media - Arts / Entertainment

For excellence in a program or special that focuses on general entertainment, variety or performing arts.

41. Advanced Media - Business / Consumer / Financial

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



42. Advanced Media - Children/Youth/Teens

For excellence in coverage of issues designed to be of specific interest and value to a target youth audience.

43. Advanced Media – Documentary: Historical / Cultural

For excellence in the creation of a formal, structured presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance; or coverage of subjects that emphasize historical, cultural or ethnic issues or topics.

44. Advanced Media - Public/Current/Community Affairs

For excellence in a program or special that focuses on current issues of societal concerns, social ills, community or general public interest.

45. Advanced Media - Sports

For excellence in coverage of sports in general, sports related topics or subject matter.

SPOT ANOUNCEMENTS**46. Advanced Media - Commercial**

For excellence in website commercial production advertising a product, business, or service. Spots may be 5-seconds to 5-minutes in length. Entries must be locally conceived, produced and posted. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. Program length commercials (infomercials) are not eligible.

CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific 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 posted. 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

Entrants may submit material representing one or both of the crafts listed in each category.

47. Advanced Media -- Animator / Motion Graphic Designer**48. Advanced Media -- Host / Anchor / Reporter / Personality****49. Advanced Media -- Photographer****50. Advanced Media – Still Photographer****51. Advanced Media -- Video Editor****52. Advanced Media – Writer / Blogger**

(Note: May also include Social Media)

53. Advanced Media - Student Production (Plaque-eligible)

A plaque is awarded in this category 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.

QUESTIONS?

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or email info@MidwestEmmys.org

All Emmy® Awards entry materials are to be mailed/delivered to:
NTA Upper Midwest Regional Awards
c/o Pavak Museum of Broadcasting
3515 Raleigh Ave S
St. Louis Park, MN 55416

THE STANDARD CLAUSES FOR CALLS FOR ENTRIES FOR
REGIONAL EMMY® AWARDS,
CONDUCTED BY THE CHAPTERS OF
THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

Rev. 12, 11.08

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: Traditional entries must have been produced for the Chapter's designated awards area and must have had their first broadcast or cablecast 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). "Advanced Media entries must have been intended for consumption and be 'of interest' to a regional audience, even though internet and portable content may be viewed around the world! It is advised that broadband content intended for a wider audience (a national audience) be submitted for consideration in the Academy's national competitions".

Pornographic, violent, defamatory or offensive material is not accepted. The ruling of the Awards Committee is final and absolute. No entry may be submitted to more than one Chapter's awards. Entries must be submitted as originally shown. There may not be any post-broadcast changes, except as noted in the category descriptions.

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, "Best Of," Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
5. Advanced Media entries that can be seen worldwide via web or portable delivery are eligible for regional competition if they were primarily intended for consumption in the Chapter's designated awards area.

PROGRAM LENGTH COMMERCIALS (INFOMERCIALS) AND CLOSED CIRCUIT PROGRAMS ARE NOT ELIGIBLE: 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, portable device or similar distribution system.

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

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.

Advanced Media entries must be original work designed for broadband distribution or portable delivery, and must be submitted as originally posted. Pre-purposed or re-purposed material originally produced for traditional media is not eligible. If such material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the otherwise produced programming.

COMPOSITES: A composite is defined as a sampling of three 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.

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 6 judges who shall be certified as peers. No more than 4 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 another television market 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 intentional falsification of production credits by an entrant may be the basis for the disqualification of the entry.

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. Ineligible entries may be disqualified at any stage of the competition.

ENTRY FORMAT- BROADCAST/CABLE:

Entries will be accepted on DVD only. The readability of the DVD 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 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 the 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. Submit 2 (two) DVDs for each entry.

ENTRY FORMAT- ADVANCED MEDIA:

Entries should be submitted on CD-R, DVD-R, or URL. Entries must be screened in their native format (compression rate, frame rate, etc) as originally produced, so that peer judges can simulate the original viewing experience. Video content should be submitted in formats compatible with the following players:

- Quick Time version 6 or better,
- RealPlayer version 10 or better,

- Windows Media Player version 9 or better,
- Adobe Flash version 9 or better.

One entry per CD-R, DVD-R, or URL.. Submit 2 (two) copies of CD or DVD for each entry.

A one page written description must accompany each entry submission.

CD-Rs / DVD-Rs must be labeled with the following information:

- Category Number
- Entry Title
- Station/Production Company
- Exact Running Time of 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 areas.

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.

The complete policy regarding the use of National Television Academy trademarks, the Emmy® statuette, and clips from Emmy® Awards shows is posted online at MidwestEmmys.org.

QUESTIONS?

Call Teresa Vickery at 952-474-7126 or email info@MidwestEmmys.org