

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

NATAS – Upper Midwest Chapter/Foundation is a professional service organization dedicated to the advancement of the arts and sciences of television and related media and the promotion of creative leadership for artistic, educational and technical achievements within the television industry, best known for the coveted Regional Emmy® Award.



HIGH SCHOOL STUDENT CALL FOR ENTRIES RULEBOOK

Content Eligibility Period: (January 1st, 2017 – December 31st, 2017)

Early Bird Entry Period (\$25 per-entry): (December 4th, 2017 – January 5th, 2018)

Regular Entry Period (\$35 per-entry): (January 6th, 2018 – February 5th, 2018)

STANDARD RULES AND REGULATIONS



PURPOSE: To recognize outstanding student achievements in production by conferring 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 by those studying media and journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements by high school students.

NOTE: Regional recipients will automatically advance to a national competition. Winners of the National awards will be announced in the fall of 2018. For more information visit the website:

<http://emmyonline.org/nationalstudent>

ELIGIBILITY:

1. Programs or program segments conceived, produced and executed by students at a high school, secondary charter school or 501 © 3 non-profit educational organization within the Chapter's designated award area are eligible for student award consideration.
2. Returning students who previously worked, as professionals are not eligible.
3. No professional services may have been employed in the production of the entry.
4. Faculty involvement can only be advisory.
5. Entrants must be enrolled as a full-time student as of the entry deadline.
6. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
7. Students who perform *professional* work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
8. No entry may be submitted to more than one Chapter's awards.
9. The entry does not need to have been broadcast, cablecast or webcast to be eligible.

10. Entries must be submitted as they were originally transmitted/produced.
11. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
12. There is no limit to the number of entries a school may submit in each category.
13. **Pornographic, violent, defamatory or offensive language and material is not accepted.** The interpretation of the Awards Committee is final and absolute.
14. 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 Regional 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 Emmy® Award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non-member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award recipients from any NATAS Chapters' high school or college competitions may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion for their recognition.

INTENTIONAL FALSIFICATION: The student advisor warrants that they are the party most responsible for verifying the eligibility requirements have been met. 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. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

JUDGING AND EVALUATION: Programs are judged on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points). Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

FEES: There is a \$25 Early Bird rate and \$35 regular rate fee per-entry to cover administrative expenses. While the NATAS offers student memberships as non-voting members of their Chapters, membership is not a requirement for advisors or entrants.

ENTRY SUBMISSIONS: The school where the work was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

DOUBLE-DIPPING RULE

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

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

No single entry may be submitted in its entirety in more than one programming category.
Exceptions are given for content that was part of a full newscast.

To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category. **Example:**

A reporter is listed on a newscast entry. Under this “double-dipping” rule, a portion of the newscast content could be entered in “General Assignment Report” but the same reporter cannot be listed since their name already appeared on the newscast entry

Craft persons, like writers, photographers, editors, etc., are allowed to enter in non-craft categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter as a producer in a non-craft category, they may enter the same content again in their respective craft category. **Examples:**

- If a craft person is a writer/photographer, they could enter the non-craft category as only the writer and then the photographer craft category.
- If they are not an entrant on the non-craft entry, they could enter either the writer or photographer category, using the same material since they performed different job functions.
- If they list themselves as **both** writer and photographer on the non-craft category entry, they are ineligible to enter either the writer or photographer craft categories.

They cannot enter either craft category using the dual job title since one category is only for writer and the other only for photographer.

ORIGINAL MATERIAL: At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

The NATAS-Upper Midwest Chapter/Foundation supports and complies with United States copyright laws. It is the responsibility of every participating high school and colleges to ensure compliance. Copyright is “the right to control copying”. Published material including songs, videos, graphics, pictures and movies are copyrighted.

1. In all NATAS-Upper Midwest Student Production Awards, participating schools shall certify that all audio and visual material they submit is fully the creation of the school submitting the work, or that written permission has been secured from the copyright holder to use the material in this instance, or is believed to fall under the “fair-use” portion of copyright law.
 - a. Licenses must include permission to incorporate the work into the entry; to reproduce and distribute copies of that entry; and to permit the entry to be displayed to audiences. Licenses without that permission will be ineffective.
 - b. Submissions claiming a “fair use” of the underlying work should additionally be accompanied by acknowledgement that the participants have reviewed the information provided to NATAS-Upper Midwest Chapter/Foundation by the Student Press Law Center, and believe that copyrighted materials used in the production of this submission fall under the “Fair Use” portion of copyright law. <http://www.splc.org/presentations/kyr-copyright.pdf>

The Student Press Law Center will be happy to provide help or clarification at no charge. Call them at 703-807-1904.

AWARDS: A crystal pillar is awarded to school for entries validated by a professor or teacher. Students responsible for the production, as specified in writing by the school, will each receive a certificate. Nominees will be announced via email and www.midwestemmys.org on Monday March 12th, 2018. Recipients will be announced at the 20178 NATAS-Upper Midwest Regional Student Production Awards ceremony on Friday April 13th, 2018 at the Crowne Plaza Aire hotel in Bloomington, Minnesota.

NOTE: Regional NATAS high school recipients will automatically advance to a national competition. Those honorees will be announced in the fall of 2018. For more information visit our website: <http://emmyonline.org/nationalstudent>

RESTRICTION ON THE USE OF EMMY® MARK: Schools may refer to the fact that they are recipients of a NATAS – Upper Midwest Chapter/Foundation Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

CHAPTER RULES AND REGULATIONS

CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA): Open to high school and charter school video programs in Minnesota, North Dakota, South Dakota, Iowa and western Wisconsin.

ELIGIBILITY PERIOD: Entries must have been produced in the Upper Midwest Region during the eligibility period **January 1st, 2017-December 31st, 2017.**

ENTRY DEADLINE: Entries must be submitted by **February 5th, 2018**

CONTACT INFORMATION: info@midwestemmys.org 952-381-7494

HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS

- The new online system provides everything you need to enter. The entry forms, upload instructions for online judging, payment forms, and membership forms are all available on the site. With our new uploading of entries, you do not have to create DVDs, make copies of the entry form, or ship anything to us!
- Credit card payments are processed through the secure site Authorize.net, and a receipt is automatically sent to you.
- To enter, **please go to** http://natasstudentawards.org/entry_login.php?c=12
- Then **upload** your entry at http://natasstudentawards.org/video_upload.php?c=12
You will need your entry number when you upload.
- **Please send an e-mail to** info@midwestemmys.org **if you have any problems.**

ENTRY VIDEO UPLOAD FORMAT

SUPPORTED FORMATS: (*Entrants should upload a video with a minimum width of 1280 or larger.*)

Here is a list of video formats we do support:

- WMV (WMV, WMV2, MSMPEG, VC-1)
- MOV (Sorenson Video 3, H263, H264, animation) (Certain MOV files have audio encoded such that they cannot be transcoded without loss of sync with the video)
- MPEG4 (mp4, 3ivx, DivX, Xvid, H264)
- FLV (VP6 and Sorenson Spark)
- DV and DVCPro
- 3GP (mobile phones)
- MPEG1 and MPEG2
- AVI (Indeo, Cinepak, Motion JPEG, MPEG)
- F4V (H264)

Since we use the FFMPEG framework for transcoding videos, all other formats supported by FFMPEG can be uploaded too.

NOT SUPPORTED - A few formats we occasionally encounter, but NOT supported are:

- Quicktime (MOV) files that use the Apple ProRes codec (part of Final Cut). This codec also produces extremely large files. We advise to do a rough export from Final Cut Pro.
- Quicktime (MOV) files that actually only contain a raw DV stream (some DV cameras export these). Export these files using either raw DV or H264/AAC Quicktime.
- Quicktime (MOV) files with 24-bit audio.
- DRM protected files from Microsoft (WMV) or the iTunes Store (M4V, MOV).
- CSS encrypted DVD images (VOB).
- WMV videos using the MSS2 video codec (for screencasting)

Review recommended specifications for detailed information regarding preparation of your video for upload.

All entries will be archived by the Chapter.

PAYMENTS: Handling fees made online are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail. Otherwise, please make checks payable to: NATAS-Upper Midwest Chapter/Foundation and send to

NATAS-Upper Midwest Student Awards
7319 Hunters Run
Eden Prairie, MN 55346

DEADLINE FOR ENTRIES: Online entry forms must be completed and entries uploaded no later than **February 5th, 2018**. **The earlier you upload, the easier it will be to allow time for adjustments and problems. Please make a genuine effort to start early to avoid getting caught in a pipeline jam.**

UPLOADING YOUR VIDEO:

Read Below and/or **Watch the Instructional Video** that was prepared for Emmy® Awards entrants.

Video Upload Step-by-Step: **NOTE: You can only upload 1 video entry at a time.**

STEP 1: VERIFY THE ENTRY YOU WILL BE UPLOADING

Make sure you have your *e-mail Copy of your Entry*. This is where you will reference your **Entry ID number** and **submitter's e-mail**. Both are ESSENTIAL to begin the uploading process. The e-mail also includes a link to upload your video if needed.

On this first page you need to:

- Select the entry category from the drop down box.
- Enter the ENTRY ID Number
EXAMPLE: H-02-04 – H-02 is the category and 04 is the entry number.
- Enter your e-mail address that you provided on the entry form.
- Select Box that you agree to the terms of uploading video.

STEP 2: REVIEW VIDEO FILE UPLOAD INFORMATION

After reading through the instructions on the page and confirming your entry information in the box at the bottom, click on Proceed to Upload Video.

- Select your video from your computer files by Browsing, be sure that you are uploading the correct file type.
- Click on **UPLOAD**
The Screen will change to show a status bar indicating where the video is in the upload process. Wait for video to upload. Depending on the size of your file it should only take a couple of minutes, however, the longer the entry, the longer the upload process.

IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE.

DO NOT REFRESH THE PAGE OR CLICK THE “BACK” BUTTON ON YOUR BROWSER.

**If you do so, you will need to re-start the upload process.*

Video Encoding In-Progress

- **Once uploaded, the screen will change for encoding. The status will indicate “processing” until the video is “ready.”** (This process will take on average about 2 minutes for each minute of video to complete the 2 encodings but can take considerably longer if the server has a backlog of encoding.)
- You can keep your browser open while the video is processing; or, you can use the link at the bottom of the page to monitor the encoding process (a new tab/page will open in your browser); or, you can close your browser at this point and return later to finish the approval process
- When the status shows “ready,” **click on the thumbnail or “click here to play video” link** to play the video. Watch all the way through. What you see is what the judges will see.
*If the link does not appear, there was an encoding problem.
- After watching your video, click on the **“Approve or Disapprove Video”** link

Step 3: COMPLETE THE UPLOAD

- If the video uploaded and played properly and you approve, **select Approve.**
- **CLICK FINISH**
- **If you do not approve- select “Reject and Delete.”** Your video will be deleted and you can upload your video entry again.
- You have 3 opportunities to upload and approve your video. Once approved, or you’ve uploaded your video 3 times, you will not be able to upload again. Please contact the office at info@midwestemmys.org or call 952-381-7494 to have options reset so you can complete the process.
- ***IMPORTANT: Your video is NOT available to the judges until you approve it!**

You will receive an e-mail confirmation once you have completed the upload and approved your video. Your entry is now ready to be judged.

HIGH SCHOOL STUDENT PRODUCTION PROGRAMMING CATEGORIES

Note: *The same material may not be entered in more than one programming category.*

H-01. Newscast

For outstanding achievement in a newscast. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time Limit: 30 minutes**

H-02. News: General Assignment – Serious News

H-03. News: General Assignment – Light News

For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: 10 minutes**

H-04. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a presentation of content devoted to cultural or artistic significance, or a compilation of up to three unedited pieces. **Time Limit: 10 minutes.**

H-05. Music Video

For outstanding achievement in replication, reinterpretation or original material in a music video. Judges will evaluate content, creativity and execution. **Time Limit: 5 minutes**

H-06. Fiction

For outstanding achievement in a presentation of a treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Up to 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-07. Non-Fiction

For outstanding achievement in a presentation of a treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Up to 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-08. Sports

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

H-09. Sports Program

For outstanding achievement in a daily or weekly sports program or sports series. Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post-edits except for the removal of PSAs, interstitials or commercials. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 30 minutes**. If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-10. Sports-Live Event

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. **Time limit: 30 minutes**.

H-11. Public Service (PSAs)

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

H-12. Public Affairs/Community Service

For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 10 minutes**.

H-13. Commercial

For outstanding achievement in commercial production advertising a product, business or service that is conceived, written, created and produced for a class/school project. **Spots may be 5-seconds to 5-minutes in length**.

HIGH SCHOOL STUDENT PRODUCTION CRAFTS CATEGORIES

H-14. Animation/Graphics/Special Effects

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

H-15. Director

For outstanding achievement in directing 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.**

H-16. Editor

For outstanding achievement in editing 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.**

H-17. Photographer

For outstanding achievement in photography 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.**

H-18. Talent

For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

H-19. Video Essay (Single Camera Only)

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category. **Time Limit: 15 minutes.**

H-20. Writing

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. **Time Limit: 15 minutes.**