

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.



STUDENT PRODUCTION AWARDS FAQs

STUDENT & ENTRY ELIGIBILITY:

1. Programs or program segments conceived, produced and executed by students at a college, University, 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. Entries must be produced for a class or student media organizations. Independent student productions produced outside of school are not allowed in this contest.
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. **No use of copyrighted music or video without documented permission from copyright representative.** Paid subscription or licenses for library music/sound effects is OK.
15. Ineligible entries may be disqualified during any phase of the competition.

(Next page: Which category should I should enter?)

WHICH CATEGORY IS BEST FOR MY VIDEO?

Category descriptions are listed in the Official “Call for Entries, Rules & Categories” Document listed on the award entry page at midwestemmys.org. The following is a general list with basic guidelines.

NEWSCAST: Produced live,” daily or less than daily, but broadcast, streamed or otherwise distributed as a “live” program. Post edits are not permitted except for the removal of breaks. “Morning announcements” or Campus Announcement segments should go in newly created MAGAZINE category.

GENERAL ASSIGNMENT - SERIOUS NEWS: Stories with a hard news focus. Stories can be in-depth, investigative or cover serious or sensitive topics.

GENERAL ASSIGNMENT - LIGHT NEWS: Stories with a soft news focus. Stories can be funny, light-hearted, feel-good, inspirational topics.

ARTS & ENTERTAINMENT/CULTURAL AFFAIRS: Stories or segments which focus on the arts or entertainment (concerts, plays, musicals, games shows, variety shows, etc). Cultural affairs can be stories or segments about different cultures or diversity issues or social issues.

MUSIC VIDEO: Video set to music. Music videos with local artists are best. They usually give you permission to use their music. May not use copyrighted music without documented permission from artist or representative, or proof of legal license to use such music.

FICTION: Student written & produced story or segment that is make-believe. It can be sci-fi, comedy, thriller, etc. May not contain obscene language or graphic visuals.

NON-FICTION: Story or segment based on a true story or person. May be historical or current topical segments. Student/teacher/staff profiles, biographies, etc. are OK.

SPORTS: General stories or segments about sports-related topics. You can do game recaps, player profiles or team hype-videos.

SPORTS – PROGRAM: Daily or weekly sports program or sports series. Can be a coach’s show, a sports-talk show, weekend sports recap show, etc.

SPORTS-LIVE EVENT: Production of a live or live-to-tape sports event or game.

PUBLIC SERVICE (PSAs): Short announcements/production effectively focusing interest in and marshal support for worthy community issue or area causes. (i.e. bullying, distracted driving, etc.)

PUBLIC AFFAIRS/COMMUNITY SERVICE: Current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. (i.e. stories or segments about diversity, coat drives, helping the homeless, helping fellow students, etc).

MAGAZINE: A program consisting of various stories of regional interest, usually on current events or entertainment in a format that often includes interviews and interspersed with links by

presenters who appear in the reports. Could cover “pre-produced” or “recorded and edited” morning announcements. Designed to entertain and inform.

COMMERCIAL: Production advertising a product, business or service. Should contain a call to action to visit a location or buy a product.

(Next Page: Craft categories for writers, talent, photographers, etc)

CRAFTS CATEGORIES

The following categories focus on specific crafts involved in a production. **NO SIZZLE REELS ALLOWED!!!** Do not use your resume tape. Do Not use fancy highlight montages with very short clips. Montages do not accurately reflect the purpose of your content.

We recommend you do a “Composite” entry showing up to three full examples of your work in a particular craft. Please title these entries with your name followed by Composite. (i.e. John Doe Composite)

ANIMATION/GRAPHICS/SPECIAL EFFECTS – Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

DIRECTOR – Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

EDITOR – Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

PHOTOGRAPHER – Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

TALENT – Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

VIDEO ESSAY – (SINGLE CAMERA PERSON ONLY): 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. You may use soundbites, natural sound and music.

WRITING - Provide up to three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

(next page) What do I put on my entry form and entry video?

WHAT INFO DO I PUT ON ELECTRONIC ENTRY FORM?

You will put your basic contact info into the system and will then be asked several things about your entry.

- **ENTRY DESCRIPTION:** Use this section to give the judges all the info they may need to judge your entry. Give judges a synopsis of your content. Also give them any extra information about resources, challenges or obstacles you had to overcome. The more they know about your production, the better they can judge it.
- **TIMECODE:** This is where you give us a timecode of a highlight clip of your entry. For our awards ceremony, we highlight videos. Your timecode gives our show editor the best spot to highlight your entry should it be nominated or receive an award. Let's say you have a 5-minute video. Your best clip comes at 3:30 into your entry. That is the mark you put in the timecode section for your highlight clip.
- **LIST ALL ENTRANTS!!!:** You will need to list all principle people who worked on the entry. PLEASE LIST ALL STUDENTS & ADVISORS. You will need to provide advisor's email address so we can verify entries were in fact produced for a class or school media program. NATAS Rules state we can not add names to entries after the deadline.

WHAT DO I PUT ON MY ENTRY VIDEO?

Follow these helpful hints for a clean entry video for judges to evaluate your work:

- You will have to upload a video for your entry. URL video links are not accepted.
- You must upload the entry video as it aired or was submitting for class. No Prost editing.
- Do not put a name slate or title graphic at the beginning. Just the video please.
- For a single story, just the story, nothing else.
- For full-length programs, you may edit out any commercials or PSAs in order to shorten video to meet length requirements.
- **NO SIZZLE REELS!!!** Do not use your resume tape. Do Not use fancy highlight montages with very short clips. Montages do not accurately reflect the purpose of your content. If submitting a video entry in craft categories like Graphics, Directing, Editing, Talent, etc... give us at least three of your best examples of your work that are complete stories or segments. Edit segments together with 2-3 of black in between segments for one video to upload.

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. https://splc.org/wp-content/uploads/2018/08/1061_faq_copyrighto.pdf

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.