



NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES  
UPPER MIDWEST FOUNDATION



# 2021 HIGH SCHOOL STUDENT CALL FOR ENTRIES RULEBOOK

**Content Eligibility Period:**

January 1st, 2020 – December 31st, 2020

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# STANDARD RULES AND REGULATIONS

## PURPOSE

To recognize outstanding student achievement in production by conferring awards of merit in the Chapter's designated awards 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.

## ELIGIBILITY

1. Projects conceived, produced and executed by students at a high school within the Chapter's designated awards region 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 during the eligibility period.
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. Entry videos must as they were originally submitted to their advisor. There may not be any edits to the originally completed video except for edits to bring the entry length within the specified category time limit. When editing for time, use only straight cuts with one second of black to denote where content has been removed.
11. There is no limit to the number of entries a school may submit in each category.
12. **Pornographic, violent, defamatory or offensive material is not accepted.** The interpretation of the Awards Committee is final and absolute.
13. Ineligible entries may be disqualified during any phase of the competition.

**Note:** Regional high school recipients will automatically advance to a national competition. Winners of the National awards will be announced in the fall of 2021. For more information visit the website: [emmyonline.org/nationalstudent](http://emmyonline.org/nationalstudent)

## **STUDENT PRODUCTIONS**

Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® Award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other “professionals,” and want to enter the Chapter’s Emmy® Award competition, they cannot enter as a student, but instead must pay the appropriate entry fees. The student is then prohibited from entering subsequent student production categories with other classmates.

## **FEES**

There is a \$35 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**

A teacher, professor or advisor must approve the entry even if the student handles the submission or upload process themselves. There is no limit to the number of entries a school may submit.

## **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.

## **ENTRY ERRORS AND OMISSIONS**

The National Academy of Television Arts & 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.

## **INTENTIONAL FALSIFICATION**

The faculty advisor warrants that they are the party most responsible for verifying that eligibility requirements have been met. The intentional falsification of production credits or entry credits may be the basis for disqualification.

## JUDGING AND EVALUATION

Programming Categories are judged on three criteria: content, creativity and execution on a 10-point scale (maximum 30 points); and Craft Categories are judged on two criteria: creativity and execution (maximum 20 points). Judging panels are to be made up of qualified professional judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

## AWARDS

A crystal pillar is awarded to school for entries validated by a professor or teacher. Nominees will be announced via email and [midwestemmys.org](http://midwestemmys.org) on **March 12th, 2021**. Recipients will be announced during a virtual video awards ceremony **April 15th, 2021**.

## RESTRICTION ON THE USE OF EMMY® MARK:

Schools may refer to the fact that they are recipients of a NATAS Upper Midwest Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

## EXCERPTS

An excerpt is defined as a continuous segment or section from longer content. Unless noted in the category description, no more than three (3) excerpts may be used to bring longer content to the specified category time limit. For entries representing a program series, content must be included from multiple episodes of the series. A maximum of three (3) representative excerpts is permitted. One to two seconds of black, with no audio or slates, must be added to separate excerpts. If the awards committee determines the content of any excerpt is ineligible, the entire entry will be ruled ineligible. Removal of a commercial break between segments does not constitute a separate excerpt.

## COMPOSITES

A composite is defined as a sampling of a minimum of two (2) and no more than five (5) representative segments or examples of work that convey to a judging panel the scope, breadth, or range of an individual's talents within the specified craft category. The elements within a composite, unless otherwise noted in the category description, are to be "as aired" with no post-distribution changes, such as additional edits, music or special effects. Composites may include stories or segments in their entirety and/or excerpts from longer content. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite.  
**Demo reels or montages are not allowed.**

## 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 be 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:

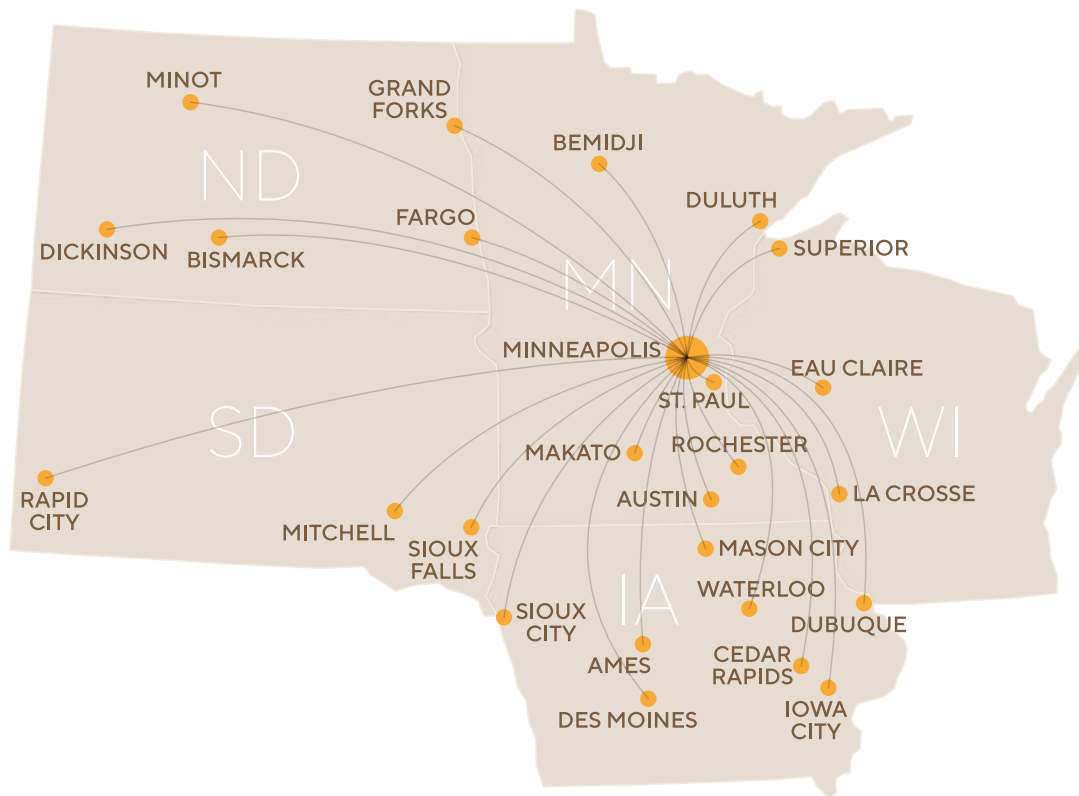
- If a craft person is a writer/photographer, they could enter the non-craft category as only the writer and then the photographer craft category.
- If they are not an entrant on the non-craft entry, they could enter either the writer or photographer category, using the same material since they performed 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.

# 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, 2020 – December 31st, 2020**.

## ENTRY DEADLINE

Entries must be submitted by **Monday February 1st, 2021, 5PM**.

## CONTACT INFORMATION

[info@midwestemmys.org](mailto:info@midwestemmys.org)

952-381-7494

## HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS

Submitting entries into the Upper Midwest Emmy® Foundation Student production Awards is a 3-step process.

1. Submit electronic entry information such as title, entrants, school, etc.
2. Upload a video for the entry (no URL links allowed. Videos must be uploaded).
3. Entry Payment. You can pay as you go, or wait until you are done submitting all of your entries and pay at once.

[CLICK HERE TO ENTER](#)

Or visit: [https://natasstudentawards.org/membership\\_login/#/12/Upper\\_Midwest\\_Emma\\_Foundation](https://natasstudentawards.org/membership_login/#/12/Upper_Midwest_Emma_Foundation)

Please send an e-mail to [info@midwestemmys.org](mailto:info@midwestemmys.org) if you have any problems.

## ENTRY VIDEO UPLOAD FORMAT

To learn how to prepare your video for upload, please visit the [JW Player Support page](https://support.jwplayer.com/articles/preparing-videos-for-upload).  
<https://support.jwplayer.com/articles/preparing-videos-for-upload>

## PAYMENTS

Handling fees made online are processed through the secure server PayPal, and an automatic receipt will be sent by e-mail.

Otherwise, please make checks payable to:

**NATAS-Upper Midwest Foundation**

And send to:

**NATAS-Upper Midwest Student Awards**

**7319 Hunters Run**

**Eden Prairie, MN 55346**

## DEADLINE FOR ENTRIES

Entry forms must be completed and entries uploaded no later than **February 1st, 2021**.

**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.**



# COLLEGE/UNIVERSITY 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, produced 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. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

**Time Limit: 30 minutes**

### H-02: News Report – Serious News

### H-03: News Report – Light News

For outstanding 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: Multimedia Journalist (MMJ)

For outstanding achievement by a single individual covering a single or multi-part news story. The MMJ is reporter, writer, photojournalist and editor. Entry may not be entered in any other programming or craft category.

**Time Limit: 10 minutes**

### H-05: Video Essay

For outstanding achievement by a single individual covering a single or multi-part story. The video essay creator is the photographer 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 programming or craft category.

**Time Limit: 10 minutes**

## H-06: Fiction – Short Form

For outstanding achievement in a presentation of a short-form 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 10 minutes**

## H-07: Fiction – Long Form

For outstanding achievement in a presentation of a long-form 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: Minimum 10 minutes – maximum 30 minutes**

**Note:** *If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time*

## H-08: Non-Fiction – Short Form

For outstanding achievement in a presentation of a short-form 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 10 minutes**

## H-09: Non-Fiction – Long Form

For outstanding achievement in a presentation of a long-form 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: Minimum 10 minutes – maximum 30 minutes**

**Note:** *If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.*

## H-10: 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-11: Arts & 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-12: Magazine Program

For outstanding achievement in 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. Judges will look at the overall content, creativity and execution of the entire program as a complete product.

**Time Limit: 30 minutes**

## H-13: 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-14: Sports Story or Segment

For outstanding achievement in a sports news, information or feature story. 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-15: Sports Program

For outstanding achievement in a sports program or special. Entry may be live or edited and must have, as its basis, special coverage not to be taken from a newscast. Entries may include multi-camera and pre-produced segments. 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**

**Note:** *This category is for shows such as pre/post-game shows, sports interview/discussion programs, season recap shows, etc. If the original presentation ran more than 30 minutes, entrants may select up to three (3) segments/excerpts to bring the entry to the specified time limit. One (1) second of black should be included between segments/excerpts.*

### H-16: Live Sporting Event/Game

For outstanding achievement in the production of a live or recorded live sports event or game. A composite is required and may include segments or excerpts that provide 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: 10 minutes**

**Note:** *One (1) second of black should be included between segments/excerpts.*

### H-17: Public Service Announcement (PSA)

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-18: Commercial

For outstanding achievement in commercial production advertising a product, business, service, school department or community or school event that is conceived, written, created and produced for a class/school project.

**Spots may be 5-seconds to 5-minutes in length**

## CRAFT CATEGORIES

**Note:** Only those who performed the specified craft should be listed on the entry.

**Note:** One (1) second of black should be inserted between elements of a composite entry.

### H-19: 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 prepared for class or extra-curricular assignment.

**Time Limit: 15 minutes**

## H-20: 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 prepared for class or extra-curricular assignment.

**Time Limit: 15 minutes**

## H-21: 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 prepared for class or extra-curricular assignment.

**Time Limit: 15 minutes**

## H-22: 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 prepared for class or extra-curricular assignment.

**Time Limit: 15 minutes**

## H-23: Talent – News or Sports

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 prepared for class or extra-curricular assignment.

**Time Limit: 15 minutes**

## H-24: Talent – Performer

For outstanding dramatic on camera work in a short film or work of fiction. This is not the subject of an interview but rather talent following a script in the body of work. Actors may not be paid for their participation.

**Time Limit: 15 minutes**

## H-25: Writer

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**



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952-381-7494