



NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
UPPER MIDWEST FOUNDATION



FREQUENTLY ASKED QUESTIONS

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STUDENT PRODUCTION AWARDS

FREQUENTLY ASKED QUESTIONS

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 & ENTRY ELIGIBILITY

1. Programs or program segments conceived, produced and executed by students at a university, college or technical/vocational school 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 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. Entries must be submitted as they were originally transmitted.
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 material is not accepted.**
The interpretation of the Awards Committee is final and absolute.
14. **Demo reels, sizzle reels or montages are not allowed.**
Ineligible entries may be disqualified during any phase of the competition.

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 MAGAZINE category.*

NEWS REPORT – SERIOUS NEWS

Stories with a hard news focus. Stories can be in-depth, investigative or cover serious or sensitive topics.

NEWS REPORT – LIGHT NEWS

Stories with a soft news focus. Stories can be funny, light- hearted, feel-good, inspirational topics.

MULTIMEDIA JOURNALIST (MMJ)

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.

VIDEO ESSAY

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.

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.

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).

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.

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.

MUSIC VIDEO

Replication, reinterpretation or original material in a music video. Music videos with local artists are best. They usually give you permission to use their music. Replication, reinterpretation or original material in a music video.

SPORTS STORY OR SEGMENT

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.

SPORTS – PROGRAM

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.

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.*

LIVE SPORTING EVENT/GAME

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.

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

PUBLIC SERVICE ANNOUNCEMENT (PSA)

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

COMMERCIAL

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

CRAFT CATEGORIES

The following categories focus on specific crafts involved in a production.

Demo reels, sizzle reels or montages are not 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 to five 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 – NEWS OR SPORTS

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 – PERFORMER

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.

WRITER

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.

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.
- Demo reels, sizzle reels or montages are not 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. 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.

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.



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