



ROCKY MOUNTAIN SOUTHWEST CHAPTER

# STUDENT

PRODUCTION AWARDS

CALL FOR ENTRIES

2021



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# IMPORTANT DATES:

**ELIGIBILITY WINDOW:** May 1, 2020 through April 30, 2021

**ENTRY WINDOW:** March 1-May 7, 2021

*NOTE: Student work produced in the previous school year that was not entered due to the COVID-19 shutdown MAY be entered in this year's competition with permission as long as it was not entered in 2020. Please email us or call for instructions.*

## NEW THIS YEAR

### NEW CATEGORIES IN 2021:

**Talent Performer** – for student actors and personalities other than reading or reporting from a news desk.

**Multimedia Journalist (MMJ)** – for the individual solo person producing news stories.

### NEW VIABILITY RULE:

The Student Production Awards Committee is offering ALL versions of the categories as a test in 2021. We are exercising the option to “roll them back up” after the entry deadline. If a category has only two or three entries on deadline day, the committee may choose to bundle it with a similar category for judging. For example, Multimedia Journalist may be combined with Video Essay to have a fair and strong competition. Judges will see the entries in groups AS THEY WERE ENTERED, just all in one panel.

### NEW JUDGING PLAN

The Board of Governors and Gold and Silver Circle members in the chapter will continue to serve as judges in the Student Production Awards. But this year we will also recruit teachers and advisors from across the country to judge your work. Likewise, you (teachers and advisors from our region) may be asked to judge a few times for other regions. The time commitment is usually about an hour.

Student Production Awards

## THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

NATAS 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 Emmy® Award.

### 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 undergraduate college and/or high school students.



# STANDARD RULES AND REGULATIONS

## ELIGIBILITY

Projects conceived, produced and executed by students at a high school, university, college or technical/vocational school within the Chapter's designated awards region are eligible for student award consideration.

Returning students who previously worked as professionals are not eligible.

No professional services may have been employed in the production of the entry.

Faculty involvement can only be advisory.

Entrants must be enrolled as a full-time student during the eligibility period

Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.

Students who perform professional work may enter their work in the professional awards competition, provided they meet all eligibility requirements.

No entry may be submitted to more than one Chapter's awards.

The entry does not need to have been broadcast, cablecast or webcast to be eligible.

Entry videos must be 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.

There is no limit to the number of entries a school may submit in each category.

Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.

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 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.

## 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.

## LANGUAGE(S)

Entries in other languages other than English may be entered. We recommend that entrants in languages other than English submit an English-language translation of the narration track or subtitles.

## DOUBLE DIPPING

No single entry may be submitted in its entirety in more than one Programming category. The same student may not be listed on more than one entry for doing the same job using the same work. If a student was responsible for more than one role, they submit the video in the appropriate craft categories to be judged for that particular craft (ie writer, editor, etc.).

## 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.

### **FEES – COLLEGE: \$25 FLAT FEE • HIGH SCHOOL: NO FEE**

While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. Membership is not a requirement for advisors or entrants.

## CATEGORY VIABILITY

In the event the Awards Committee deems a category non-viable due to insufficient number of entries, the category may be merged with another similar category. The goal is always a strong and fair competition for the students.

## 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 after awards are announced.

## AWARDS

A crystal pillar is awarded to the school for entries validated by a professor or advisor. Students responsible for the production will each receive a certificate. Pillars may be purchased for students listed on winning entries after the awards.

## RESTRICTION ON THE USE OF EMMY® MARK

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



## **COLLEGE NEWS CATEGORIES**

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

### **C-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**

### **C-02/03. News Report - Serious or Light**

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**

### **C-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**

### **C-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**

# COLLEGE PROGRAM CATEGORIES

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## **C-06. 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**

## **C-07. 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.

## **C-08. 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**

## **C-09. 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**

## **C-10. 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**

## **C-11. 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**



# COLLEGE PROGRAM CATEGORIES

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## **C-12. 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**

## **C-13. 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.

## **C-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**

## **C-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.

## **C-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: 30 MINUTES**

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



# COLLEGE PROGRAM CATEGORIES

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## **C-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**

## **C-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.

## **C-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**

## **C-20. Audio/Sound**

For outstanding achievement in audio or sound design 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**

## **C-21. 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**

## **C-22. 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**

## **C-23. 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**



# COLLEGE PROGRAM CATEGORIES

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## **C-24. 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**

## **C-25. 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**

## **C-26. 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**



# HIGH SCHOOL CATEGORIES

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## REGIONAL HIGH SCHOOL STUDENT PRODUCTION AWARDS

For over a decade the regional chapters of The National Academy of Television Arts & Sciences have hosted the Regional High School Student Production Awards. These competitive Awards include programming and craft categories. Each of the recipient schools receives a crystal pillar with the Student Production Awards logo recognizing the achievement of the student production. The students receive individual certificates from their regional chapter.

Regional recipients will automatically advance to the National Student Production Awards. Recipients of these national awards will be announced at an event later in the year. For more information visit the website:

**[emmyonline.org/nationalstudent](http://emmyonline.org/nationalstudent)**

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**

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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**



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