

Outstanding Achievement in Student Production Call for Entries

The National Academy of Television Arts & Sciences National Capital Chesapeake Bay Chapter (NATAS-NCCB) is a non-profit professional organization, dedicated to advancement in television arts and sciences and related media, best known for the coveted Emmy® Award. NATAS-NCCB sponsors a special award competition for excellence in student production of news and video projects produced and executed by students at a university, college, high school, or technical/vocational school in the NCCB region. College and high school entries do NOT compete against each other.

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 undergraduate college and/or high school students.

ELIGIBILITY:

- Programs or program segments conceived, produced and executed by students at a university, college, high school, or technical/vocational school within the Chapter's designated award area 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 as of the entry deadline.
- 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.
- Entries must be submitted as they were originally transmitted.





- There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
- 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 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 & 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: While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. 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.



LANGUAGE(S): Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals. Entries in other languages may be entered. Judging of these entries is subject to the availability of qualified judges who speak the language of the entry. We recommend that entrants in languages other than English or Spanish submit an English-language translation of the narration track.

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.

AWARDS: A crystal pillar is awarded to the 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.

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.

CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA): Maryland, Virginia, and Washington, DC.

ELIGIBILITY PERIOD: Entries must have been produced and executed by students between January 1, 2019 to December 31, 2019 under faculty supervision (advisory only).

ENTRY DEADLINE: Thursday, January 30, 2020

VIDEO UPLOAD: All entries must submit an online link to the video for judging.

High school submissions must upload the video file to the Dropbox folder: <https://www.dropbox.com/request/ZJUy8NM8Ps5vDULiWMog>. If the video is available online, please also provide the link on the entry form found on the next page. This is only for **high school entries**.

- The video file size should not be larger than 2 GB for ease of uploading.
- The video width should be 768 or larger for better viewing experience for the judge.
- 1920×1080 or 1280×720p is recommended.
- Videos must be saved as either a .flv (Flash video), .mp4 (MPEG-4, H.264 encoding), .vp6 (True Motion), or .mov (Quicktime MPEG-4, H.264 encoding) file type. There are a few noteworthy formats that are not supported: Quicktime (MOV) files that use the Apple Intermediate Codec (used in Final Cut Pro), DRM protected files from Microsoft (WMV) or the iTunes Store (M4V, MOV), WMV videos using the MSS2 video codec (for screencasting).



- If you are in control of the format, we advise you to always upload videos using: MP4 container format, H.264 video codec, AAC audio codec.

ENTRY FORMS:

College: <http://www.capitalemmys.tv/students/student-production-awards/college-submissions/>

High School: <http://www.capitalemmys.tv/students/student-production-awards/high-school-submissions/>

CONTACT INFORMATION:

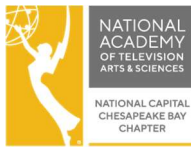
NATAS-NCCB
11654 Plaza America Dr. #199
Reston, VA 20190

Email: edoutreach@capitalemmys.org
Phone: (703) 234-4055
Website: www.capitalemmys.tv

ADMINISTRATIVE FEE: \$30.00

Send payment information to adixon@capitalemmys.org by Thursday, January 30, 2020 or pay online: https://emmyexpress.com/membership_events.php?c=9&e=8.

Payment Type:	<input type="checkbox"/> Check – Payable to: NATAS–NCCB	Mail to: NATAS-NCCB, 11654 Plaza America Drive, #199, Reston, VA 20190
	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	Billing Address:
_____	_____	_____
<i>Card Holder Name</i>	<i>Address</i>	
_____	_____	_____
<i>Credit Card Number</i>	<i>City</i>	<i>State</i> <i>Zip</i>
_____	_____	_____
<i>Expiration Date</i>	<i>Security Code</i>	<i>Signature</i>



COLLEGE/UNIVERSITY STUDENT PRODUCTION AWARDS

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

COLLEGE/UNIVERSITY PROGRAMMING CATEGORIES

C-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.**

C-02. News: General Assignment – Serious 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-like 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-03. News: General Assignment – Light News

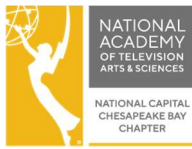
For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content 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-like 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. 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-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.**



C-06. Short Form - Fiction

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-07. Short Form - Non-Fiction

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-08. Long Form - Fiction

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

C-09. Long Form - Non-Fiction

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

C-10. 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-like 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-11. 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.**

C-12. 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.

C-13. Public Service (PSAs)

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

C-14. 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.**

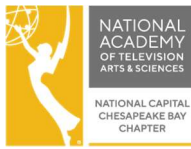
C-15. Commercial

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

COLLEGE/UNIVERSITY CRAFTS CATEGORIES

C-16. 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.**



C-17. 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 transmitted. **Time Limit: 15 minutes.**

C-18. 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.**

C-19. 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.**

C-20. 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.**

C-21. Talent

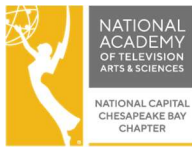
For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time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

C-22. 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.**

C-23. Writing

For outstanding achievement in script writing, 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 STUDENT PRODUCTION AWARDS

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

Regional high school student production award recipients will automatically advance to the National Student Production Awards. Recipients of the National Awards will be announced at a live event in the fall of 2020.

HIGH SCHOOL PROGRAMMING CATEGORIES

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

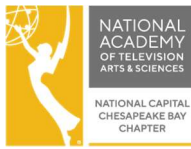
For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content 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-like 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-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-like 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. Short Form - Fiction

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. Short Form - Non-Fiction

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-08. Long Form - Fiction

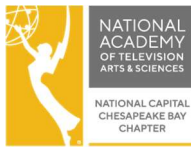
For outstanding achievement in a presentation of a long-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-09. Long Form - Non-Fiction

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.** 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

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-like 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-11. 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-12. 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 PSA's, 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-13. Public Service (PSAs)

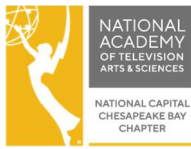
For outstanding achievement in announcements that effectively focus interest in and marshal support for worthy community or area causes. **Time Limit: spots may be 5-seconds to 2 minutes in length.**

H-14. 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-15. 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. **Time Limit: spots may be 5-seconds to 5-minutes in length.**



HIGH SCHOOL CRAFTS CATEGORIES

H-16. 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-17. 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 transmitted. **Time Limit: 15 minutes.**

H-18. 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-19. 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-20. 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-21. Talent

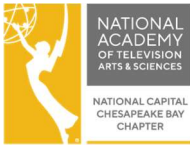
For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft, or a composite of material as originally transmitted. **Time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

H-22. 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-23. Writing

For outstanding achievement in script writing, 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.**