



NATAS Northwest Regional 2008 Emmy[®] Awards Call For Entries

PURPOSE

To recognize outstanding achievements in television by conferring annual 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 for those working in the television industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television.

The NATAS Northwest Regional Chapter
Alaska • Idaho • Montana • Oregon • Washington

1006 Industry Drive • Tukwila, WA 98188-4801 • 206-575-3444 • <http://natasnw.org>

STANDARD CLAUSES

Eligibility

Traditional entries must have been produced for the Chapter's designated awards area and must have had their first broadcast or cablecast in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (see exceptions). Advanced Media entries must be produced for distribution **primarily** in the Chapter's designated awards area, even though they may be viewed beyond that region. Pornographic, violent, defamatory or offensive material is not accepted. The ruling of the Awards Committee is final and absolute. No entry may be submitted to more than one Chapter's awards. Entries must be submitted as originally shown. There may not be any post-broadcast changes, except as noted in the category descriptions.

Exceptions to the 50% Rule

- 1 Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
- 2 The treatment of a local community issue by a super station that is directed specifically to those living inside the station's home market maintains its eligibility in regional Emmy® Award competitions.
- 3 A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
- 4 Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc "Best Of;" Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
- 5 Advanced Media entries that can be seen worldwide via web or portable delivery are eligible for regional competition if they were primarily intended for consumption in the Chapter's designated awards area.

Program Length Commercials (Infomercials) And Closed Circuit Programs Are Not Eligible

To be eligible entries must have been distributed to the general public via broadcast, cablecast, or broadband by a television station, a cable company, satellite, internet, portable device or similar distribution system.

Membership

Membership in The National Academy of Television Arts and Sciences is not required to enter the Emmy® Awards.

Original Material

At least two-thirds of a program entry must consist of original material, unless previously produced material has been given some unique and creative treatment that, in the opinion of the chapter awards committee, results in an original program. Entrants must identify all non-original material, including its location in the program.

Advanced Media entries must be original work designed for broadband distribution or portable delivery, and must be submitted as originally posted. Pre-purposed or re-purposed material originally produced for traditional media is not eligible. If such material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the otherwise produced programming.

Composites

A composite is defined as a sampling of up to 3 representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. Composites are not to exceed 30 total minutes. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift. Demo or presentation reels are not allowed except for the station special achievement awards.

Language other than English

Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

Programs in languages other than English or Spanish may also be entered; however judging of these entries in their native language is subject to the availability of qualified, peer judges who speak the language of the entry. Therefore, NATAS requires that these entrants submit a tape with English subtitles or with English on a second audio channel, a précis or English transcript.

Judging Procedure (Replaces Guidelines)

Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than **6** judges who shall be certified as peers. No more than **4** judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.

Non-Competitive Judging

Entries are judged against a standard of excellence and do not compete against each other. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

Judging Requirement

The success of the Emmy® Awards process depends on the willingness of qualified professionals to serve as judges. Peers in another television market are serving this Chapter's entrants. This Chapter will judge other Chapter's entries. By entering, you agree to serve as a judge when asked.

Intentional Falsification

The intentional falsification of production credits by an entrant may be the basis for the disqualification of the entry.

Entry Errors and Omissions

The National Academy of Television Arts and 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. The National Academy shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition.

Entry Format - Broadcast/Cable

Entries will be accepted on DVD only. The readability of the DVD is the responsibility of the entrant. DVDs that cannot be 'read' cannot be judged and entry fees will **not** be refunded.

The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and 'compatibility tested' on a different DVD player than the one used to burn the entry.
- Brand-name disks are recommended.
- Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker to legibly **print** identifying marks on the disk. Ink jet or laser printing that can be applied directly to the DVD face (printable media) is acceptable.
- Use a clear sleeve or case.
- One entry per DVD.

Entry Format - Advanced Media

Entries must be submitted on CD-R or DVD-R. Entries must be screened in their native format (compression rate, frame rate, etc) as originally produced, so that peer judges can simulate the original viewing experience. Video content should be submitted in formats compatible with the following players:

- Quick Time version 6 or better,
- RealPlayer version 10 or better,
- Windows Media Player version 9 or better,
- Adobe Flash version 9 or better.

Advanced Media entries that are web based are intended to be screened in the native format (compression rate, frame rate, etc) so that judges get the original viewing experience.

Include the active URL with your entry to allow the entry to be pulled up on the web.

A one page written description must accompany each entry submission.

CD-Rs / DVD-Rs must be labeled with the following information:

- Category Number
- Entry Title
- Station/Production Company
- Exact Running Time of Submission

Award Ownership

Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and The National Academy of Television Arts and Sciences; even if an employer pays entry fees. Stations, studios and production companies may order a duplicate statuette for public display at their place of business (one each; up to a maximum of three per winning entry).

Who Receives the Award?

Producers, craftpersons and other statue-eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. Others who work on a nominated or winning entry may order production certificates or plaques.

Crafts Achievement

In the Crafts Achievement Awards, those who actually perform a specific discipline receive the Emmy® statuette. Supervising or directing the work of others does not qualify for Crafts Achievement Awards, except for achievements in directing areas.

Promotion

Emmy® winners may refer in advertising and publicity to the fact that they are an Emmy® recipient and, for one year after the award was bestowed may use a replica of the Emmy® statuette in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

Emmy® Recipient(s) Challenge

Challenges against an Emmy® Award, Nomination or entry must be done in writing and must identify the challenger(s). The Awards committee will contact the challenger(s) to verify that they have made the challenge. Names of challengers will never be made public.

Anonymous challenges will be considered invalid and will not be investigated.

Conclusion

The Northwest Chapter Regional Emmy® Awards Competition is presented for excellence in programming and individual craft achievement in television and advanced media arts.

- 1 The Northwest Chapter of NATAS accepts entries from Alaska, Montana, Idaho, Oregon and Washington.
- 2 All entries must have been produced to broadcast, cablecast or designed for broadband distribution or portable delivery within the Northwest Region for the first time during the period of January 1, 2007 through December 31, 2007.
- 3 If, in the opinion of the Peer Judging Panel, an entry is submitted in an inappropriate awards category, it will be referred to the Awards Committee who reserves the right to change the category in which any entry is to be judged; or to disqualify the entry.
- 4 Entry in the Northwest Regional Emmy® Awards gives The National Academy of Television Arts & Sciences permission to broadcast or cablecast winning entries.

FREQUENTLY ASKED QUESTIONS

1 What's the entry deadline?

Entries must be received at the NATAS Northwest Chapter office no later than **5:00 pm, Thursday, January 17, 2008.**

2 Where are the forms?

The forms are on the NATAS Northwest web site: <http://natasnw.org/awards/>

3 What format should I use?

Use DVD-R for program & craft entries (categories 1-68).
Use CD-R for advanced media entries (categories 69-74).
(We recommend against DVD-R for advanced media entries.)

4 Check your dubs!

Check your DVD-Rs in a DVD player and your CD-Rs in a computer different from the one used to create the disks. Disks that cannot be 'read' cannot be judged. Disks that are defective or unable to be viewed will be disqualified. The readability of the disk is the responsibility of the entrant. Entry fees will not be refunded.

5 Program, Craft & Special Achievement (DVD-R)

Entries must be submitted exactly as aired. Each DVD must contain only one entry for one category, except in "series" entries. "Series" entries must be on the same DVD. No program in any category may be more than 60-minutes in length. If original broadcast was longer, one edit per hour for time may be made to bring entry to one-hour viewing time limit. All commercials must be edited out leaving only two to five seconds of black between segments.

6 Advanced Media Entries (CD-R or DVD-R)

Entries are intended to be screened in their native format (compression rate, frame rate, etc) as originally produced, so that judges can simulate the original viewing experience. Video content should be submitted in formats compatible with the following players:

- QuickTime version 6 or better
- RealPlayer version 10 or better
- Windows Media Player version 9 or better.

7 What should I include with my entry?

All entrants must submit a completed entry form, (type or print clearly), the applicable fee and a DVD/CD of the entry. Advanced Media entries should also include the URL where the content can be streamed or downloaded.

The DVD/CD must have the category number, category title and the title of entry written on it. This identifying information is the same as on entry form. We recommend using a permanent marker to write on the disk. Use of disk labels is discouraged.

Entry forms must be filled out completely. Written descriptions of entry may be typed in the space provided at the bottom of the entry form. These descriptions will be read out loud to each judging panel. Improperly submitted or incomplete entries will be returned and a \$25.00 reprocessing fee will be imposed.

8 Can I submit the same work in two places?

Any single piece of work may be submitted in only one News or Programming category, unless otherwise noted. However, the same piece of work may be submitted in one or more Craft categories.

9 What about entering segments or packages from full-length programs that have already been entered elsewhere?

Segments or packages from full-length programs or newscasts entered in news and programming categories may also be entered in another relevant category providing that the segment does not constitute more than 33% of the full-length program or newscast. For example, a feature story that appeared in a submitted program is eligible in a segment category, if it meets the 33% criterion.

10 What's the definition of a segment?

To qualify as a "Segment," it must be a portion of a program that could stand-alone.

11 How many people can be listed on an entry?

News and programming categories allow a maximum of three entrants per entry unless an exception is granted by the Awards Committee. To request an exception, contact the NATAS office. All entrants must be "most directly responsible" for its production.

12 Can I add entrants after I submit an entry?

Additional entrants may be submitted until the entry deadline. Entry fees and a \$25 entry reprocessing fee will apply.

13 How do I pay?

The correct entry fee must accompany each entry. Put your check in the DVD box with your entry form. If the station is paying for more than one entry, a list identifying those entries must be included with payment. If you paid by credit card put your receipt number or a copy of your receipt in the DVD box with the entry form. Call the NATAS office with questions on credit card payments.

14 Am I a current (2008) NATAS member?

Only if you paid dues after November 1, 2007.

Join online or fill out a membership application with payment along with your entry. If you pay by check, please submit a separate check for your dues. Membership applications are available on the web site: <http://natasnw.org/membership>.

15 Do I have to be a member to enter?

You do not have to be a member to enter, but entry fees are discounted for current members. You can join at the time of entry and still receive the member discount. See above.

16 Who owns the Emmy® statuettes? Can I purchase a statuette?

See **Award Ownership** on page 3.

NEWS PROGRAMMING

One Award, more than one Award, or no Award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For any entry designated as a series, a minimum of two segments must be included.

Newcasts (Morning/Daytime and Evening)

- 1 **Morning/Daytime News (Markets 1-20)**
- 2 **Evening News (1-20)**
- 3 **Morning/Daytime News (21-80)**
- 4 **Evening News (21-80)**
- 5 **Morning/Daytime News (81+)**
- 6 **Evening News (81+)**

There may be one award, more than one award or no award presented in each category.

For excellence in a regularly scheduled daily newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit 60 minutes.

SPECIAL ACHIEVEMENT

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry.

7 Station Excellence

A Statuette is awarded to the general manager for excellence in OVERALL station operations during the eligibility period. Entries should present as many different activities as possible including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/commentaries, etc., or other elements the station may wish to bring to the attention of the judges. Judges will stress quality and breadth of a station's operations substance rather than style, and the station's performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Entry should include a one-page, written synopsis of the station's achievements. Entry length shall not exceed 60 minutes.

8 Community Service

For excellence by executive producer (if directly involved), and/or producer in programming, whether news or non-news, involving the entire station in a continuing effort to focus interest on, and marshal support for, a worthy community cause. Emphasis should be given to the depth, breadth and duration of the station effort. Entry should include a one-page, written synopsis. Entry length shall not exceed 60 minutes.

NEWS GATHERING

9 Breaking News

For excellence in coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live or taped elements. Time limit: 15 minutes.

COMMENT: This is the "I am here at the bank robbery and the bullets are flying over my head" story. Preparation limit is unnecessary since it must be simultaneous.

Winners in this category will compete for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Spot News.

10 Team Coverage

For excellence by a team involved in covering multiple stories on a single subject, shot, edited, produced and aired within 24 hours in a regularly scheduled newscast. Entry may include live and/or taped elements. Time limit: 15 continuous minutes.

11 Spot News

For excellence in coverage of a single unanticipated news event that is shot edited and produced within 24 hours on a regularly scheduled newscast. Entry may include multiple live and/or taped elements. Elements of a related Breaking News entry may be included in a Spot News entry but not in their entirety. Time Limit: Limited to a single report.

COMMENT: This is the "I am here at the bank where this morning the bullets were flying over my head, and in the 2 hours following the police chased the robber to the state line." The goal is to extend what was done in the simultaneous report to allow the entry of the longer form report.

Winners in this category will compete for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Spot News.

12 General Assignment Report - Within 24 Hours

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts, which has less than 24 hours for its preparation. Entry may include live and/or taped elements.

Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere). Time Limit: 10 Minutes

COMMENT: This is the basic news reporting done day-in day-out by a News Department. This is for the coverage of planned events and done as planned assignments. No time limit entries should be carefully reviewed to insure that these were assigned reports and not pitched or created reports that would fall under Feature or Special Reports.

13 General Assignment Report - No Time Limit

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts, which has no time limit for its preparation. Entry may include live and/or taped elements.

Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere). Time Limit: 10 Minutes

14 Feature News Report - Light Feature

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes or two complete reports.

15 Feature News Report - Serious Feature

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast. Time limit 10 minutes or two complete reports.

16 Investigative Report

For excellence in reporting of a community problem requiring research and investigative journalism, aired within a regularly scheduled newscast. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. Written documentation is required (100-word limit). Time limit 30 minutes.

Winners in this category will compete for a plaque in the National News and Documentary Awards in the category: Outstanding Regional News Story - Investigative Reporting.

17 Continuing Coverage

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. Elements may include segments from within or outside of a regularly scheduled newscast. A stand-alone segment from this composite may be entered in one other area. Time Limit: 30 Minutes.

18 News Special

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic aired outside any regularly scheduled news program. Subject should be an in-depth treatment of current topic. Time limit 60 minutes.

NEWS & PROGRAM SPECIALTY

The following areas are open to entries created, written, produced and broadcast/cablecast by news, public affairs and program personnel. One award, more than one award, or no award is given to the producer(s) directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Programs and Specials should not exceed 30 minutes, however a maximum of three edits is permitted to bring longer program entries to the 30 minute requirement.

19 Human Interest - News Series

For excellence in coverage of stories that appeal to the human spirit. Time limit 10 minutes or two complete reports.

Individual stories or segments from a series entry can be entered in another news category.

20 Human Interest - Program Feature/Segment

For excellence in a feature or segment from a regularly scheduled program or special that focuses on subject matter that appeals to the human spirit. Time limit: 10 minutes.

21 Specialty Assignment Report - News Series

For excellence in coverage of special interest information. Time limit 10 minutes or two complete reports.

Individual stories or segments from a series entry can be entered in another news category.

22 Children/Youth (12 and under) - Program/Special

For excellence in a regularly scheduled program or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

23 Arts/Entertainment - Feature/Segment

For excellence in a feature or segment of a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Series entries accepted. Feature/segment not to exceed 10 minutes in length.

24 Arts/Entertainment - Program/Special

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

25 Historic/Cultural - Feature/Segment

For excellence in a feature or segment of a regularly scheduled program or special that focuses on historical, cultural and/or ethnic topics or subject matter. Feature/Segment not to exceed 10 minutes in length.

26 Historic/Cultural - Program/Special

For excellence in a regularly scheduled program or special that focuses on historical, cultural and/or ethnic topics or subject matter. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

27 Health/Science - Program/Special

For excellence in a regularly scheduled program or special that focuses on health, science or medical topics or subject matter. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

28 Politics/Government - Program/Special

For excellence in a regularly scheduled program or special that focuses on political, civil or public affairs topics or subject matter. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

29 Sports - News Single Story

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit 10 minutes or two complete reports, if longer.

30 Sports - Feature/Segment

For excellence in a feature or segment of sports in general, sports related topics or subject matter within a regularly scheduled daily or weekly program. Feature/Segment not to exceed 10 minutes in length.

31 Sports - Program Series

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a regularly scheduled 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 commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit).

32 Sports - One Time Special

For excellence in a one-time sports related special program that is not part of a regularly scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. Entry not to exceed 30 minutes.

33 Sporting Event/Game - Live/Unedited - Program/Special

For excellence in production of a single program or series, live or live-to-tape sports event or game. A composite is required and must 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. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

PROGRAMMING

The following areas are open to entries created, written, produced and broadcast/cablecast by public affairs, and programming personnel. One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Programs and Specials should not exceed 30 minutes, however a maximum of three edits is permitted to bring longer program entries to the 30 minute requirement.

34 Informational/Instructional - Feature/Segment

For excellence in a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Feature/Segment not to exceed 30 minutes in length.

35 Interview/Discussion - Program/Special

For excellence in a regularly scheduled program or special consisting of material that is at least 75% unscripted. Series entries accepted. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

36 Special Event Coverage (other than News or Sports)

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 70% live material. Time limit 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit.)

37 Documentary - Cultural/Historical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of cultural and/or historical significance. Time limit of 60 minutes.

38 Documentary - Topical

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current significance. Time limit of 60 minutes.

39 Public/Current/Community Affairs - Feature/Segment

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Feature/Segment not to exceed 10 minutes in length.

40 Public/Current/Community Affairs - Program/Special

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

41 Informational/Instructional - Program/Special

For excellence in presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Enter 30 minutes of complete program or series compilation not to exceed 30 minutes.

SPOT ANNOUNCEMENTS

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be locally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. For a campaign, a maximum of three spots may be entered. Time limit 10 minutes.

42 Promotion - News Promo - Single Spot

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

43 Promotion - News Promo - Campaign

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

44 Promotion - Program - Single Spot

For excellence in announcements that promote non-news station programming. This includes spots promoting a broader station image as well as locally produced spots for network and/or syndicated programming.

45 Promotion - Program - Campaign

For excellence in announcements that promote non-news station programming. This includes spots promoting a broader station image as well as locally produced spots for network and/or syndicated programming.

46 Community/Public Service (PSAs) - Single Spot

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

47 Community/Public Service (PSAs) - Campaign

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

COMMERCIALS

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be locally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. For a campaign, a maximum of three spots may be entered.

48 Commercial - Single Spot

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the local market. Spots may be between: 05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

49 Commercial - Campaign

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the local market. Spots may be between: 05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific television discipline demonstrating the skills of one or more individuals. Submit a single example of the craft or a composite of material as originally broadcast. Limit 15 minutes.

While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite.

Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

50 On-Camera Talent - Anchor - News

51 On-Camera Talent - Anchor - Sports

52 On-Camera Talent - Sports Play-by-Play

53 On-Camera Talent - Anchor - Weather

54 On Camera Talent - Program Host/Moderator

55 On-Camera Talent - Reporter - General Assignment

56 On-Camera Talent - Reporter - Programming

57 Director

58 News Producer

59 Writer - News

60 Writer - Program

61 Photographer - News

62 Photographer - Program

63 Editor - News

64 Editor - Program

65 Graphic Arts - Graphics

66 Graphic Arts - Animation

67 Craft Specialty - Musical Composition/Arrangement

68 Audio

REGIONAL ADVANCED MEDIA EMMY® AWARDS

Television as we know it may never be the same. There's a new face emerging in electronic media. Those moving pictures on a screen are now accessible from computers, mobile phones, PDAs and other non-traditional viewing platforms.

Awards will be given in recognition of editorial content and video production creativity in original material created primarily for consumption on non-traditional viewing platforms such as computers, mobile phones, PDAs and similar devices. Judges will give significant weight to the entrant's utilization of advanced media capabilities, (i.e. interactivity, and viewers' choice of images), when determining Award-worthy entries.

Entries must be produced for distribution PRIMARILY in the Northwest Chapter's designated awards area. All entries must be posted for the first time during the eligibility period. No entry may be submitted to more than one chapter's awards.

Entries must be original work designed for broadband distribution, and must be submitted as originally posted. Prepurposed or repurposed material originally produced for traditional media is

not eligible. If such material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the otherwise produced programming. Pornographic, violent, defamatory or offensive material is not accepted. The ruling of the Awards Committee is final and absolute.

Examples of potential submissions may be (but not limited to) vodcasts, podcasts, webcasts, video blogs, web-site programs including journalistic reporting, event coverage or event analysis, mobisodes, video-on-demand content and any other form of material delivered over an IP network or platform like wireless, broadband or VOD.

ADVANCED MEDIA

One Award, more than one Award, or no Award may be given to the person(s) directly responsible for the content and execution of the program or segment. Content directors, managing editors, writers, editors, graphic artists, video editors, directors, photographers, hosts, moderators, anchors, reporters, assignment

editors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Enter 15 minutes of complete program or compilation not to exceed 15 minutes.

69 Interactivity

For excellence that is interactive with viewers, and possibly other media, in the program's production as it is being posted. The program might, for example, include live broadcasts, video sharing, video blogs, discussion boards, online forums, voice over internet protocol, etc. The interactive elements must demonstrably engage the viewer in a simultaneous manner that is integral to the program's content.

70 News Programming

For excellence in coverage of news in general, news related topics or subject matter

71 Arts/Entertainment

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts.

72 Sports/Sporting Event/Game - Live

For excellence in coverage of sports in general, production of a single program or series, live or live-to-tape sports event or game. A composite is required and must 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.

73 Children/Youth/Teens

For excellence in coverage of issues designed to be of specific interest and value to a target youth audience.

74 Commercial

For excellence in commercial production advertising a product, business, or service. Spots may be 5-seconds to 5-minutes in length. Entries must be locally conceived, produced and posted. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. Program length commercials (infomercials) are not eligible.