



# HIGH SCHOOL 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.

### **STANDARD RULES AND REGULATIONS**

**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:**

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 full-time student as of the entry deadline.
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. Ineligible entries may be disqualified during any phase of the competition.
15. All entries must have been produced between April 1, 2017 and March 31, 2018.

**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:** Each school may submit their first two (2) entries at no charge. Subsequent entries from the same school will be charged \$20 each for administrative fees. There may be no individual student entry fees. While 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 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.

**ENTRY DEADLINE:** April 30, 2018. ALL material must be received by this date.

**AWARDS ANNOUNCEMENT:** Awards will be announced on the NATAS Lower Great Lakes Website ([www.nataslgl.org](http://www.nataslgl.org)) in late May, 2018.

## **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. 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-03. 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-04. 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-05. 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-06. Public Service (PSAs)**

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

### **H-13. 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-14. 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. **Spots may be 5-seconds to 5-minutes in length.**