

**National Academy of Television Arts & Sciences
Chicago/Midwest Chapter**

**2017 CHICAGO/MIDWEST REGIONAL HIGH SCHOOL
STUDENT AWARDS FOR EXCELLENCE**

DEADLINE: Friday, March 3, 2017

CALL FOR ENTRIES AND RULES BOOKLET



THE THREE BASIC STEPS TO ENTERING:

1. Sign on as a “Registered User” on http://natasstudentawards.org/entry_login.php?c=11 If you are a MMEA high school teacher, please use a pre-assigned login number and password (information should have been emailed to you in January).
2. Fill out and submit the online entry form for your entry to acquire the **unique Entry ID Number** for that entry. Be sure to include all eligible names of the entrants on the online forms. Only 5 student names can be listed as entrants for each entry. Pay for the entry at this time with a credit card or a arrange check payment. You'll receive an email confirmation of your entry, with the Entry ID Number on the form. **SEE PAGE 5-7 FOR THE FULL CATEGORY LIST.**
3. Upload your video. Uploading on Emmy Express is as easy as uploading a video on YouTube! After you upload, you will be able to watch the uploaded video on Emmy Express and approve it for submission.

REGIONAL HIGH SCHOOL STUDENT AWARDS FOR EXCELLENCE

Regional recipients will automatically advance to a national competition. Recipients of the National Awards will be announced at a live event in the fall of 2017. For more information visit the website:

<http://emmyonline.org/nationalstudent>

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 high school students.

ELIGIBILITY:

1. Programs or program segments conceived, produced and executed by students at a high 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.

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 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.

NOTE: Regional NATAS high school recipients will automatically advance to a national competition. Those honorees will be announced at a live event in the fall of 2017. For more information visit our website: <http://emmyonline.org/nationalstudent>

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.

CHICAGO/MIDWEST CHAPTER RULES AND REGULATIONS

COST AND PAYMENT: Each entry requires an accompanying processing fee of \$20.00 payable via VISA, MasterCard, Discover, or American Express. **Handling fees are made online through the online entry process and are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail.** The fee is NON-REFUNDABLE. Checks or money orders are also accepted (payable to NATAS Chicago).

Schools with a large amount of entries may send one check to cover all the entries. Make checks payable to NATAS Chicago and send to: NATAS Chicago/Midwest Chapter, 33 E. Congress, Ste. 705, Chicago, IL 60605.

CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA): The entered high school must be located within the following Designated Market Areas (DMAs): Illinois Markets: Chicago, Peoria-Bloomington and Rockford; Indiana Market: South Bend-Elkhart; Wisconsin Markets: Green Bay-Appleton, Madison, Milwaukee, and Wausau-Rhineland.

ELIGIBILITY PERIOD: All entries must have been originally broadcast, cablecast or webcast within the Awards Eligibility Period from February 1, 2016 to February 29, 2017. Applicants must be currently enrolled as a full time student as of the application deadline (March 3, 2017).

ENTRY DEADLINE: Entries must be successfully uploaded to our online entry system by March 3, 2017. The Chicago/Midwest Chapter must receive all entry forms and processing fees no later than March 3, 2017 as well. **The earlier you upload, the easier it will be to allow time for adjustments and problems. Please make a genuine effort to start early to avoid getting caught in a pipeline jam.**

SUBMISSION LIMIT: The same entries may be entered in both the programming and craft categories (for example, an entry may be eligible for Editing and Short Form). However, the same material may not be entered in more than one programming category (Categories 1 to 11). Alternatively, the high school or after school program may endorse submissions produced by its enrolled students at public access facilities or community arts centers, thereby verifying the submission as the student's own. There is no limit to the number of entries a school or program may submit in each category. **However, only 5 student names can be listed as entrants for each entry.**

JUDGING PROCESS: Entries will be judged by blue ribbon panels composed of television industry professionals. 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 any of the production staff.

CONTACT INFORMATION: TV Academy – Chicago/Midwest Chapter, 33 E. Congress, Ste. 535, Chicago, IL 60605. For further information, advice or clarification, contact Rebekah Cowing at chicagoemmy@gmail.com or at 312-369-8600.

HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS:

- Credit card payments are processed through the secure site Authorize.net, and a receipt is automatically sent to you.
- To enter, please start at http://natasstudentawards.org/entry_process_request_account.php?c=11 and request a registered user account. Once the user account form is filled out, an email from confirm_account@natasstudentawards.org will be sent to your primary email address allowing you to activate your account.
- Once you reply to the email, your account is active, and then login at http://natasstudentawards.org/entry_login.php with your email address and password to start the entry process and fill out online “paperwork” about the entry.
- After you complete the paperwork and receive your ENTRY-ID number, you can then upload your entry at http://natasstudentawards.org/video_upload_step1.php
- Please send an e-mail to chicagoemmy@gmail.com if you have any problems.

VIDEO UPLOAD INSTRUCTIONS:

Step 1: Read Overview Below

- Submit your entry and the online paperwork first, then arrange for payment, and then you'll be brought to the Payment Summary Page. You will find a link to Upload Video; click this link.

Additionally, you'll receive an email copy of your entry confirmation, and the link will be provided at the bottom to upload your video. This will bring you to the Welcome to the Video Upload Process page.

- Make sure that you have the Entry ID Number and Submitter's email address.
- Proceed to the [Upload Process page](#).

Step 2: Video File Upload

- Use the drop down box to select your category
- Enter your entry ID number.
- Then enter the same email address for the submitter that you provided on the entry form
- Select the box that you "Agree to the Terms" of uploading video

Step 3: Upload Video

- Select the video from your computer files by browsing; be sure that you are uploading correct file type (see links on upload page for details on formats accepted, etc.). Select UPLOAD.
- Wait for video to upload, depending on the size of your file it should take a couple of minutes or longer.
- DO NOT close your browser during the process, or the video upload won't work

IMPORTANT:

- **PLEASE DO NOT LEAVE THE VIDEO UPLOAD PAGE until you have watched the video to verify it is acceptable, OR**
- **Use the link in the email just sent to come back to this page later.**
- A link will appear here when encoding is complete. If it does not, there was an encoding problem

Step 4: Complete the Upload

- Did the video upload and play properly?
- Did you "approve" the video?
- Select Approve, or Reject & Delete
- Click FINISH
- You will receive an email receipt confirming your video upload is completed and confirmed.

If you try and upload your video more than 3 times unsuccessfully, you will be locked out of the system and unable to upload. Please contact the office at 312-369-8600 or chicagoemmy@gmail.com to re-set the upload system so you can try and upload again.

CATEGORIES

PROGRAMMING CATEGORIES

1. 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**

2. 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 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**

3. 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**

4. 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**

5. 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: 10 minutes**

6. 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: 10 minutes**

7. 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 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**

8. 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**

9. 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**

10. 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**

11. 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**

CRAFTS CATEGORIES

12. 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**

13. 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**

14. 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**

15. 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**

16. 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**