



COLLEGE/UNIVERSITY STUDENT PRODUCTION AWARDS

The National Academy of Television Arts & Sciences - Chicago/Midwest Chapter
Call for Entries and Rules Booklet

Award Year

June 1, 2020 - May 31, 2021

Friday, June 18

Deadline for entry forms, uploads and fees

Beginning of September 2021

Master list posted online at www.chicagoemmyonline.org
Review to confirm and proof entry information.

October 2021

College Nominations announced at Emmy® Nominations Party**

November 2021

College Awards presented at Emmy® Awards Ceremony**

To enter, please go through the Emmy® Express system online but please read over this booklet first. The length of the entire process will vary based on the lengths of your entries.

THERE ARE SEVERAL DOCUMENTS ONLINE TO HELP YOU WITH THE WEB-BASED ENTRY PROCESS. This document refers primarily to eligibility and rules regarding what can and cannot be entered. Below is a summary of the 3 steps you need to take once you are ready to enter. These steps are further explained online.

THREE STEPS TO ENTERING: The entire entry process is found at www.chicagoemmyonline.org

- 1. Renew your membership** (or become a member if you're not already). This will enable you to receive the lower "member" entry fee and it will save money overall. If you've been a member in the past, please *renew* rather than submit a new membership form; just follow the links on the membership page for passwords or call the office for your password and membership ID. Can you enter without becoming a member? Yes, certainly, but the fees are higher. **If you enter as a non-member, all your entries will be at the non-member price.**
- 2. Be sure to include all eligible names of the entrants on this form.** Pay for the entry at this time. You'll receive an email confirmation of your entry, with the **Entry ID Number** on the form. SEE PAGE 3-4 FOR THE FULL CATEGORY LIST.
- 3. Upload your video**

**USE OF EMMY® MARK: College and University students may refer to the fact that they are recipients of a NATAS Student Achievement Award but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

COLLEGE/UNIVERSITY STUDENT PRODUCTION AWARDS STANDARD RULES

PURPOSE: Chapters are encouraged to recognize outstanding student 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 by those studying the television industry and multi-media journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television by undergraduate college students.

ELIGIBILITY: 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. 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.

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 our 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.

ELIGIBILITY PERIOD: Submitted programs must have been made during the period of June 1, 2020 to May 31, 2021.

ELIGIBILITY AREA: The College or University submitting must be located within the ADI (area of dominant influence) of the television markets within the Chicago/Midwest chapter jurisdiction. The television markets that the Chicago/Midwest Chapter covers are: Chicago, IL; Peoria-Bloomington, IL; Rockford, IL; Green Bay-Appleton, WI; Madison, WI; Milwaukee, WI; Wausau-Rhineland, WI; and South Bend-Elkhart, IN.

ENTRY PROCESS ONLINE: Entry and payment must be submitted online at chicagoemmyonline.org with the EMMY® EXPRESS system. The entry video is to be uploaded online as well (all directions online). Judging will also be done online. Entry forms can be printed out once you complete the entry process online. The email confirmation you receive should have a link listed for the printing of the entry form. We recommend that you print a copy of the entry form for your own records.

FEES: Administrative fee per entry: \$40 for NATAS student members and \$50 for student non-members. The FIRST entrant name listed on the entry needs to be a member to receive the member rate. The membership status of the "submitter" or professor/teacher is not applicable.

VALIDATION FORM: See online form at <https://chicagobridge.wufoo.com/forms/m1krvx1u0tzfb9/>. The faculty advisor must fill it out online.

PAYMENT AND DEADLINE: All entry forms, online credit card payment, and video uploading must be completed by 6/18/2021. Visa, Master Card, American Express, and Discover are accepted. If paying by check or money order, payment should be sent to the TV Academy office with a copy of your entry form (address below).

Our address is:

NATAS, Chicago/Midwest Chapter
c/o Columbia College, Communication Dept.

33 E. Ida B. Wells Drive, Ste. 535

Chicago, IL 60605 Phone: (312) 369-8600 / Fax: (312) 369-8471 E-mail: rcowing@emmyonline.tv

JUDGING AND EVALUATION: Judging programs or segment entries are on a scale of 1 to 10 on each of three criteria: Content, Creativity and Execution for program entries; and two criteria: Creativity and Execution for craft entries. Judging panels are made up of professional judges.

ENTRY SUBMISSIONS: There is no limit to the number of entries a school may submit. 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.

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AWARDING OF STUDENT CRYSTAL PILLARS: Students responsible for the production will each receive a certificate. Certificates will be provided for students who are nominated and/or win. The winning crystal pillar is given to the school directly. Individual winning students may order a duplicate of the pillar after the Awards ceremony.

CATEGORY LIST

S-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.

S-2a. General Assignment – Serious News

S-2b. General Assignment – Light News

For outstanding reporting achievement in a presentation of timely news, information and current events. Entry should be one story or a story series (the series should cover the same issues and up to 3 examples can only be included). **Composites are not allowed and should be entered under Cat. S-7 Talent.** 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.

S-3. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a presentation of content devoted to cultural or artistic significance. Entry should be one story or a story series (the series should cover the same issues and up to 3 examples can only be included). **Composites are not allowed and should be entered under Cat. S-7 Talent.** **Time Limit: 10 minutes.**

S-4a. 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**. If the original presentation is longer than 10 minutes, entrants are permitted to make three lifts to bring the entry to time.

S-4b. 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**. If the original presentation is longer than 10 minutes, entrants are permitted to make three lifts to bring the entry to time.

S-5. Sports

For outstanding achievement in a presentation 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**.

S-6. Public Service (PSAs)/Commercial

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. The category is also 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**.

S-7. 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 (5 examples allowed). **Time Limit: 10 minutes**.