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## **What information do I need in order to enter my entry information online in Emmy® Express?**

### **How do I start?**

Before you start the process of entering and uploading your video, have ready the following information:

\*Title of Entry

- This will be the title engraved on your Emmy band if you win. Think about it.

\*What Category to enter

\*Submitting Organization

- Should you list a station name or a production company name? Perhaps it was a joint production. Maybe you should list two company names?

\*Length of entry: Hour/Minutes/Seconds

- How long is the video you are entering? Is it longer than the maximum length allowed for that category?

\*Producing Organization

\*First Air Date (MM-DD-YYYY)

\*Station First Aired or URL if the material was distributed via the Web

\*Entry Summary Description/Precis (no word limit but we recommend you do not overdue it)

- A description of your entry goes in this field.
- If you are entering a composite, please include a list for the judges of all the selected pieces included in your entry.

\* Know how many entrants you are going to list for the entry. Have the full list of the names ready to enter online.

- Imagine you win on Emmy night. Is there a key person that you didn't list on the entry who is going to be upset that they weren't listed? Make sure everyone you list is eligible in the category you are entering. Did they participate in an eligible role (producer/reporter, etc.)? Each category lists who is eligible to enter in the beginning of the category description.

\*For each entrant, know the following information:

- Know how they want their name listed. Do they want their nickname listed? Is there a middle initial? And check the spelling on their name if you are unsure.
- Email Address for each entrant
- Entrant's role for the entry. Producer? Reporter? etc. Again, make sure everyone you list is eligible in the category you are entering. Did they participate in an eligible role (producer/reporter, etc.)? Each category lists who is eligible to enter in the beginning of the category description.

\*How are you going to pay for the entry?

- By credit card? By check or money order? If paying by credit card, have that information on hand.

OK, once you have gathered all your information together to enter online, now you need to think about if your video format is compatible for upload with the Emmy Express system. Questions? Call 312-369-8600 or email [rcowing@emmyonline.tv](mailto:rcowing@emmyonline.tv).



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### **Creating “Emmy®-Worthy” Work**

1. Produce good work (just stating the obvious!) Interesting, quirky, different, out-of-the-ordinary, funny, dramatic, sad: MEMORABLE...many of these kinds of entries often do well with judges.
2. Remember content counts! Don't get so caught up in effects and flash that you lose sight of the content. For News and Program entries, you're being judged on 3 areas: content, creativity and execution. Winning entries will be strong in all 3.
3. Ask friends, co-workers, colleagues which projects they remember most from the past year. They may think of something you had forgotten about. Likewise, if nobody remembers a piece you're thinking of submitting, perhaps you need to reconsider.
4. For craft composites, submit only your best work. Sometimes entrants throw in pieces that aren't as strong and that can pull down the overall score.
5. Shorter is better – especially for Craft composite entries or those Program Achievement entries that require more than one example of work. Your work is more likely to be viewed in its entirety instead of judging panels opting to use the 25% viewing rule.
6. Be sure you choose the right category. If you're not sure, call a more experienced Emmy person, Board member, Awards Chair, previous recipient and ask their opinion. Entering a great piece in the wrong category hurts its chances, a lot.
7. WRITE A COMPELLING SUMMARY in the description field online. Use this. This is the opportunity to 'speak' directly to the judges about things that might matter to them. They are creative professionals just like you. Tell them what it took to get the project completed. If you pulled an all-nighter, had to travel, had no-budget, no time, no resources, you edited in the hospital waiting room while your wife was having a baby...whatever. Tell them like you are in the room with them. It might strike a chord and matter to them. Make sure though that it is not too long – make it concise and short! If you are submitting a composite, include in the description field a list of all the segments included in the entry.
8. Choose truly original work – not something everyone is duplicating. Show off what YOU do best.
9. Get involved. Participate in your local chapter, learn more about the process, be a judge. Knowledge is power. Pay attention to the kinds of things that win...and the kinds of things that do not.
10. If you were an Emmy judge, what type of work would you want to see? Enter the kind of story that when you're done judging, you want to show it to your friends and coworkers. So strive to put something together that will be that memorable and impactful.
11. Check your submission for editing glitches and errors. Check for transfer errors. Amazingly enough entries are sent with low audio, no audio, huge glitches or with NOTHING on them. Don't just spot check the online video. Play it back all the way.