

# 2017 STUDENT AWARDS



**Eligibility Period:** March 2, 2016 thru March 1, 2017

**Entry Deadline:** March 13, 2017

High School (H) and College (C)



## **New Categories:**

- **Sports Program** --- #H-10; #C-10
- **Sports Live Event** --- #H-09; #C-09
- **PSA'S** --- #H-12; #C-06
- **Short Form Non-Fiction** -- #H-05; #C-05

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# **NATAS MID-AMERICA 2017**

## **REGIONAL STUDENT PRODUCTION AWARDS**

### **High School AND College Students**

#### **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.



#### **STUDENT MEMBERSHIP**

NATAS has no student chapters, but it does offer COMPLIMENTARY student memberships to students. Complete the on-line membership for each name listed on an entry.

**Students listed on the entry form** for Student Achievement Awards must have been enrolled in an accredited high school or college within the Chapter boundaries at the time of production and completion of his/her piece within the eligibility period.

## **STANDARD RULES & REGULATIONS**

1. **PURPOSE:** To recognize outstanding student achievements in production by conferring awards of merit in the NATAS MID-AMERICA 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.
2. **ELIGIBILITY:**
3. Programs or program segments conceived, produced and executed by students at a university, college or technical/vocational school within the NATAS Mid-America designated award area are eligible for student award consideration.
4. Returning students who previously worked as professionals are not eligible.
5. No professional services may have been employed in the production of the entry.
6. Faculty involvement can only be advisory.
7. Entrants must be enrolled as a full-time student as of the entry deadline.
8. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
9. Students who perform *professional* work may enter their work in the professional awards competition, provided they meet all eligibility requirements and did not earn credits for the work produced.
10. No entry may be submitted to more than one Chapter's awards.

11. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
12. Entries must be submitted as they were originally transmitted.
13. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
14. There is no limit to the number of entries a school may submit in each category but there is a limit to the number of names on each entry. Two names maximum. More than two names please use STAFF.
15. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
16. 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 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 will be judged by English-speaking professionals.

**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 the 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 Mid-America Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

## **MID-AMERICA CHAPTER**

### **CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA):**

The Mid-America chapter includes the television markets primarily in Missouri, Arkansas and Illinois and surrounding DMAs: St. Louis, Kansas City, Little Rock, Springfield (MO), St. Joseph, Columbia-Jefferson City, Joplin-Pittsburg, Quincy-Hannibal-Keokuk, Ottumwa-Kirksville, Davenport-Rock Island-Moline. Paducah-Cape Girardeau-Harrisburg, Champaign-Springfield-Decatur, Fort Smith-Fayetteville-Springdale-Rogers, Jonesboro, Monroe-Eldorado and Shreveport (LA).

**ELIGIBILITY PERIOD:** Entries must have been produced in the Mid-America Region during the eligibility period **March 02, 2016 through March 01, 2017**

### **ENTRY DEADLINE & FEES:**

**March 13, 2017**

(all entries must be paid in full by the deadline)

- **HIGH SCHOOL ENTRIES ONLY** use entry numbers beginning with HS  
**FEE: \$25 per entry with up to two names on an entry. For those wishing to list more than two names, use the designation "STAFF" as the name on the entry.**

- **COLLEGE ENTRIES ONLY** use the entry numbers beginning with C.  
**FEE: \$35 per entry and can include up to three names.**

**Payment Options: Credit card payments are processed through paypal.com.** Otherwise, please make checks payable to: NATAS Mid-America and send to:

**NATAS Mid-America**  
3655 Olive  
St. Louis, MO 63108

## **HONORABLE MENTION & WINNING ENTRIES**

**Honorable Mention and Winning Entries will be April 24, 2017**

**Student Pillar Awards will be presented at the Mid-America Regional EMMY® Gala:**

**CHASE PARK PLAZA, St. Louis MO**

**Saturday, September 9, 2017**

**5 to 10:30 PM (Awards and Dinner)**

Invitations will be emailed in early August. Each winning student entry will receive one complimentary ticket to the Gala. Friends and Families of students are invited to attend at regular ticket prices.

## HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS

- The online system provides everything you need to enter. The entry forms, upload instructions for online judging, payment forms, and membership forms are all available on the site!
- Payment is by check or credit card. Credit card payments are processed through the secure site **PAYPAL.COM**, and a receipt is automatically sent to you. Please send checks via mail.
- To enter, **please go to** <http://emmy-mid-america.org/students/>
- Then upload your entry using the links provided in your entry confirmation email or in your user account. You will need your entry number when you upload.

## ENTRY UPLOAD FORMAT

### PREFERRED FILE FORMAT: MP4 using H.264 video codec and AAC audio codec

- For best quality, encode your video at its original size. - 1920x1080p or 1280x720p is recommended - Your video should be **at least** 720x480
- Do **NOT** letterbox your video

### Supported File Formats

The system supports nearly any format for uploading including:

- MP4, WMV, MOV\*, 3GP, AVI, FLV \**Some MOV files contain additional features like edit lists that often result in audio-video sync issues.*

### Video Encoding Guidelines

- **File Size** – For ease in uploading, we recommend keeping file size at **500MB** or less. However, the system will accept larger files and longer videos (over 15 minutes) may need to be larger to maintain quality. Reduce the bitrate and use two-pass encoding to help reduce file size. Remember, the larger the file, the longer it will take to upload your video.
- **Video Scale (Dimensions)** - The video player will have a 480x360 video display area. Video width should not be smaller than 480. If the video is smaller in size, it will not be upscaled. Smaller videos will be centered within the player video area. Again, the recommendation is to upload the best possible quality using the same dimensions as your original video. The transcoding process will resize the video as needed for judging.
- **Aspect Ratio** - The player uses 4:3 aspect ratio. **Do not letterbox 16x9 videos during the encoding process.** The video player will automatically adjust for 16x9 videos.
- **Frame Rate** - The number of frames per second should not be less than 24. It is recommended that the frame rate be 29.97 or 30 frames per second to provide the best quality possible.
- **Video Bitrate** – Higher bitrates provide less compression and better quality but will result in larger file sizes. Two-pass video encoding can help reduce file size. Videos under 15 minutes can be encoded at 4000kbps or higher. For longer videos, you'll need to use a lower bitrate if you want to reduce the file size. It is recommended to not go below 1000kbps if possible.

*Don't have encoding software? Download [Handbrake](#) or [MPEG Streamclip](#) for free.*

## **UPLOADING YOUR VIDEO**

Best bet: [Watch the Instructional Video](#) prepared for professional entrants®. The same process applies to student entrants.

**NOTE: You can only upload 1 video entry at a time.**

## **ONLINE EMMY ENTRY PORTAL**

**ENTER HERE:** [http://natasstudentawards.org/entry\\_login.php?c=4](http://natasstudentawards.org/entry_login.php?c=4)  
[http://natasstudentawards.org/entry\\_login.php?c=4](http://natasstudentawards.org/entry_login.php?c=4)

# COLLEGE STUDENT CATEGORIES

## NEWS/PROGRAM

### C-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**

### C-02 - 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**

### C-03 - NEWS: GENERAL ASSIGNMENT-LIGHT 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**



### C-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.**

### C-05 - LONG FORM-NON-FICTION

For outstanding achievement in a presentation of a long-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: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.



#### **C-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.**

#### **C-07 - 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.**

#### **C-08 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**



#### **C-09. 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.**



#### **C-10. Sports Program**

For outstanding achievement in a daily or weekly sports program or sports series. Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a 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 PSAs, interstitials or commercials. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

# **COLLEGE STUDENT CATEGORIES**

## **CRAFT**

### **C-11 - CRAFT - 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

### **C-12- CRAFT - TALENT**

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.

### **C-13 WRITING**

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. **Time Limit: 15 minutes.**

### **C-14 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.**

### **C-15 Video Essay (Single Camera Only)**

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category. **Time Limit: 15 minutes.**

# HIGH SCHOOL STUDENT CATEGORIES

## NEWS/PROGRAM

**NOTE:** The same content cannot be entered in more than one category.

### 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 - 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**

### H-03 - NEWS: GENERAL ASSIGNMENT - LIGHT 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**

### H-04 - ARTS & 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-05. 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-06. Long Form - Non-Fiction**

For outstanding achievement in a presentation of a long-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: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

#### **H-07. Long Form - Fiction**

For outstanding achievement in a presentation of a long-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: Minimum 10 minutes - maximum 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

#### **H-08 - 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**



#### **H-09. 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-10. Sports Program**

For outstanding achievement in a daily or weekly sports program or sports series. Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a 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 PSA's, interstitials or commercials. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

### **H-11 - 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-12. 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.**

## **HIGH SCHOOL STUDENT CATEGORIES**

### **CRAFT**

The same content cannot be entered in more than one category.

### **H-13 - CRAFT - 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.**

### **H-14- CRAFT - 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.**

### **H-15 - CRAFT - 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.**

### **H-16 - CRAFT - WRITING**

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. **Time Limit: 15 minutes.**

### **H-17- CRAFT- 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.**

**H-18- Video Essay (Single Camera Only)**

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category. **Time Limit: 15 minutes.**

# **NATAS MID-AMERICA WALTER CRONKITE SCHOLARSHIP**

**Application Deadline:**

April 30, 2017

**NATAS Mid-America is proud to offer scholarships to high school seniors and college undergraduates in the NATAS Mid-America region who are pursuing a career in the media industry.** Scholarships range from \$1000 to \$3000 each and include the Walter Cronkite Scholarship and Governor Scholarship. These are merit-based scholarships given to students who demonstrate the potential to join the profession and contribute to its future.

High School seniors who have taken media related course work at their schools and have been accepted at a college as a Media major are eligible to apply. In addition, college undergraduates currently pursuing Media majors are also eligible for scholarships.

**Applicants do not need to be members of the National Academy of Television Arts & Sciences to receive a scholarship.**

To apply for a NATAS Mid-America scholarship, simply complete the on-line application.

<http://emmymid-america.org/students/scholarships/scholarship-application/>

Scholarship Recipients will be notified by mid-May

Scholarships will be presented at the 41<sup>st</sup> Mid-America GALA on September 9, 2017