



44<sup>TH</sup> ANNUAL  
MID-AMERICA  
EMMY<sup>®</sup> AWARDS

CALL FOR ENTRIES

ENTRY DEADLINE:  
APRIL 27, 2020

## AWARD CATEGORIES

### NEWS PROGRAMMING

One award, more than one award, or no award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry. For any entry designated as a series, a minimum of two reports must be included.

#### NEWSCAST

For excellence in a regularly scheduled morning/daytime, evening, or weekend newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc

The News Excellence category is offered to recognize the News Director's contributions to the organization's news operations. New Directors may not be listed on entries in other categories unless directly involved in the hands-on production of the work submitted. The EMMY<sup>®</sup> Award for Newscast is awarded to individual(s) most responsible for the hands-on production of the newscast.

**Comment:** Newscasts cannot be entered in breaking news.

**Comment:** If there are 2 or less entries in a category, entries will be merged with another market size.

*Time limit: 60 minutes*

1. NEWSCAST - MORNING/DAYTIME MARKETS 1 - 49
2. NEWSCAST - MORNING/DAYTIME MARKETS 50+
3. NEWSCAST - EVENING MARKETS 1 - 49
4. NEWSCAST - EVENING MARKETS 50 - 99
5. NEWSCAST - EVENING MARKETS 100+
6. NEWSCAST - WEEKEND (ALL MARKETS)

#### NEWS GATHERING

##### 7. GENERAL ASSIGNMENT REPORT - WITHIN 24 HOURS

For excellence in coverage of a single news story or topic which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements and online content.

*Time limit: 10 Minutes*



## 8. GENERAL ASSIGNMENT REPORT - NO TIME LIMIT

For excellence in coverage of a single or multi-part news story or topic, which has no time limit for its preparation. Entry may include live and/or taped elements and online content. Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere).

**Comment:** This is the basic news reporting done day-in day-out by a News Department. This is for the coverage of planned events and done as planned assignments. No time limit entries should be carefully reviewed to ensure that these were assigned reports and not pitched or created reports that would fall under Feature or Special Reports.

*Time limit: 10 minutes*

## 9. BREAKING NEWS

For excellence in coverage of a single, unanticipated news event. Entry may include multiple live or taped elements and online content. **Exempt from composite five-lift rule.**

**Comment:** This is the “I am here at the bank robbery and the bullets are flying over my head” story. Preparation limit is unnecessary since it must be simultaneous.

**Note:** Entries in Breaking News CANNOT be entered in Team Coverage or Continuous Coverage.

**Note:** The News Excellence category (69) is offered to recognize the News Director’s contributions to the organization’s news operations. New Directors may not be listed on entries in other categories unless directly involved in the hands-on production of the work submitted.

**Note:** Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News

*Time limit: 15 minutes*

## 10. SPOT NEWS

For excellence in coverage of a single, unanticipated news event. This is shot, edited, and produced and aired within 24 hours. Entry may include multiple live and/or taped elements and online content. Elements of a related Breaking News entry may be included in a Spot News entry, but not in their entirety.

**Comment:** This is the “I am here at the bank where this morning the bullets were flying over my head, and in the 2 hours following the police chased the robber to the state line.” The goal is to extend what was done in the simultaneous report to allow the entry of the longer form report.

**Note:** The News Excellence category (69) is offered to recognize the News Director’s contributions to the organization’s news operations. New Directors may not be listed on entries in other categories unless directly involved in the hands-on production of the work submitted.

**Note:** Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

*Time limit: 15 continuous minutes of one news story*

## 11. TEAM COVERAGE

For excellence by a team involved in covering multiple news stories on a single subject, shot, edited, produced and aired within 24 hours. Entry may include multiple live and/or taped elements and online content. **Exempt from composite five-lift rule.**

**Comment:** Entries in Team Coverage CANNOT be entered in Breaking News or Continuous Coverage.

*Time Limit: 60 minutes*



## 12. INVESTIGATIVE REPORT - SINGLE STORY/SERIES

For excellence in reporting of a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. Written documentation is required (100-word limit.)

**Note:** Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.

*Time limit: 30 minutes*

## 13. INVESTIGATIVE REPORT - SERIES

For excellence in reporting of a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. Written documentation is required (100-word limit.)

**Note:** Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.

**Comment:** Must include 1-2 seconds of black between segments.

*Time limit: 30 minutes*

## 14. FEATURE NEWS REPORT - LIGHT FEATURE

For excellence in reporting of a single light feature news story or topic.

*Time limit: 10 minutes*

## 15. FEATURE NEWS REPORT - SERIOUS FEATURE

For excellence in reporting of a single serious feature news story or topic.

*Time limit: 10 minutes*

## 16. CONTINUING COVERAGE

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite but exempt from composite five-lift rule but must still include 1-2 seconds of black between segments.

**Comment:** The wording has been changed to reflect the coverage of a number of reports not just over a period of time, and that the coverage is of one story. This would be considered a reporter's entry and not a station entry since it is one story coverage.

**Comment:** Entries in this category CANNOT be entered in Breaking News or Team Coverage.

*Time limit: 30 minutes*

## 17. NEWS SPECIAL

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of current topic.

*Time limit: 60 minutes*



## NEWS AND PROGRAM SPECIALTY

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers, and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For non-news program entries, unless specifically stated, the entry may only contain content from one episode of the series, not multiple installments. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

**Comment:** Some categories will be a combination of newscast and program entries.

**Comment:** Qualified contributors (photographers, editors, etc.) may not enter their name on the same entry in news and craft categories. See double-dipping rules.

### 18. ARTS/ENTERTAINMENT - NEWS STORY

For excellence in coverage of general entertainment, variety or performing arts. Single story, no compilations.

**Comment:** This category is for a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 19. ARTS/ENTERTAINMENT - PROGRAM FEATURE SEGMENT

For excellence in a feature or segment from a program or special of general entertainment, variety or visual and performing arts. Single story, no compilations.

**Comment:** This category is for a story that aired within a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

### 20. ARTS/ENTERTAINMENT - PROGRAM/SPECIAL

For excellence in a program or special of general entertainment, variety or visual and performing arts.

**Comment:** Comment: Segments from entries submitted in this category cannot be entered separately in any segment/feature category. See double-dipping rules.

**Comment:** Sports related programs or one-time specials should enter in #57 Sports Program – Post Produced or Edited; or #59 Sports - One Time Special.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

### 21. BUSINESS/CONSUMER - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in a feature or segment from a newscast, program or special that covers business, finance, consumer affairs or economic topics. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*

### 22. EDUCATION/SCHOOLS - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in coverage of schools, teaching or education. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*



### 23. HEALTH/SCIENCE - NEWS SINGLE STORY

For excellence in a news story that covers coverage of health, science, medical topics or subject matter. Single story, no compilations.

**Comment:** This category is for a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 24. HEALTH/SCIENCE - PROGRAM FEATURE SEGMENT

For excellence in a feature or segment from a program or special that covers health, science, medical topics or subject matter. Single story, no compilations.

**Comment:** This category is for a story that aired in a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

### 25. ENVIRONMENT - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in a story from a newscast or a feature or segment from a program or special that covers environmental impact issues, topics or subject matter. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*

### 26. HISTORIC/CULTURAL - NEWS SINGLE STORY

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics. Single story, no compilations.

**Comment:** This category is for a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 27. HISTORIC/CULTURAL - PROGRAM FEATURE SEGMENT

For excellence in a feature or segment from a program or special that covers historical, cultural and/or ethnic issues or topics. Single story, no compilations.

**Comment:** This category is for a story that aired within a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

### 28. POLITICS/GOVERNMENT - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in coverage of political, civil, government issues or subject matter in a news single story or program feature segment. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*

### 29. RELIGION - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in coverage of subject matter of a religious and/or spiritual nature in a news single story. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*



### 30. SOCIETAL CONCERNS - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in a story from a newscast or feature/segment from a program or special that covers current issues of societal concern, social ills, community or general public interest. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*

### 31. CRIME - NEWS SINGLE STORY- WITHIN 24 HOURS

For excellence in coverage of crimes or other violations of the law.

**Comment:** This category is for a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 32. CRIME - NEWS SINGLE STORY/SERIES - No TIME LIMIT

For excellence in coverage of crimes or other violations of the law.

**Comment:** This category is for a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 33. HUMAN INTEREST - NEWS SINGLE STORY

For excellence in coverage of stories that appeal to the human spirit. Single story, no compilations.

**Comment:** This category is for a series or a story that aired in a NEWSCAST ONLY.

*Time limit: 10 minutes*

### 34. HUMAN INTEREST - PROGRAM/FEATURE SEGMENT

For excellence in a feature or segment from a program or special that covers subject matter that appeals to the human spirit. Single story, no compilations.

**Comment:** This category is for a story that aired within a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

### 35. HUMAN INTEREST - PROGRAM/SPECIAL

For excellence in a program or special that covers subject matter that appeals to the human spirit.

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

**Comment:** Sports related one-time specials should enter in #59 Sports- One Time Special.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*



### 36. MILITARY - NEWS SINGLE STORY/ PROGRAM FEATURE SEGMENT

For excellence in a story from a newscast or feature/segment from a program or special that covers military issues at home and/or abroad. Single story, no compilations.

**Comment:** This category is for stories that aired in a newscast AND stories that aired within a non-news program or special.

*Time limit: 10 minutes*

### 37. SPECIALTY ASSIGNMENT REPORT - NEWS SERIES

For excellence in coverage of special interest information that consists of on-going segments involving specialized reporting expertise (i.e., consumerism, health, science, criticism, politics, environment, technology, commentary, military, etc.).

**Comment:** Investigative related series should enter in #13 Investigative Report- Series. Crime related series should enter in #32 Crime- Series.

*Time limit: 15 minutes; Must include 1-2 seconds of black between segments.*

### 38. SPECIALTY ASSIGNMENT - PROGRAM/SPECIAL

For excellence in a program (other than newscasts) or special that covers special interest information involving specialized reporting expertise.

**Comments:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

The Specialty Program Category excludes Art and Entertainment, Human Interest, Lifestyle, Sports related programs and News Specials. Producers of long-form programs and specials not fitting into the above category may also consider entering in Programming categories: (17) News Special; (20) Arts/Entertainment Program Special; (35) Human Interest Program Special; (40-41) Documentary; (43) Informational/Instructional; (44) Interview/Discussion; (57) Sports Program; or (59) Sports One-Time Special.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted] to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

### 39. NEWS WEATHERCAST

For excellence in coverage of weather in general, weather related topics or subject matter within a news program. Single story, no compilation.

*Time limit: 10 minutes*



## PROGRAMMING (NON-NEWSCAST)

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For program entries, the entry may only contain content from one episode of the series, not multiple installments. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

### 40. DOCUMENTARY - CULTURAL

For excellence in the creation of a formal, structured television presentation with cultural significance.

*Time limit: 60 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

### 41. DOCUMENTARY - HISTORICAL

For excellence in the creation of a formal, structured television presentation with historical significance.

**Comment:** Other long-form programs not fitting into the two documentary categories might be entered in categories News Special (17); Human Interest Program Special (35); Specialty Assignment Program (38); Public/Current/Community Affairs Program or Special (48); Sports Special (59).

*Time limit: 60 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

### 42. INFORMATIONAL/INSTRUCTIONAL - FEATURE SEGMENT

For excellence in a feature or segment from a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject. Single story, no compilations.

This category is for a story that aired within a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

### 43. INFORMATIONAL/INSTRUCTIONAL - PROGRAM/SPECIAL

For excellence in presentation of stories from a program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

**Comment:** Sports related programs or one-time specials should enter in #57 Sports Program- Post-Produced or Edited or #59 Sports- One Time Special.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

### 44. INTERVIEW/DISCUSSION - PROGRAM

For excellence in a program, series or special consisting of material that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera.

**Comment:** Sports related interview/discussion programs should enter in #58 Sports – Interview/Discussion

**Comment:** Unscripted in this category means no editing of an interview or discussion. Interview is "live to tape".

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*





#### 45. LIFESTYLE PROGRAM - PROGRAM/SPECIAL

For excellence in a program, series or special that deals with everyday life subjects; such as food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

#### 46. MAGAZINE PROGRAM

For excellence in a program, series or special consisting of various segments of regional interest designed to entertain and inform.

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

#### 47. PUBLIC/CURRENT/COMMUNITY AFFAIRS - FEATURE/SEGMENT

For excellence in a feature or segment from a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues. Single story, no compilations.

**Comment:** This category is for a story that aired within a PROGRAM OR SPECIAL (not a newscast).

*Time limit: 10 minutes*

#### 48. PUBLIC/CURRENT/COMMUNITY AFFAIRS - PROGRAM/SPECIAL

For excellence in a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues.

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

**Comment:** Sports related programs or one-time specials should enter in #57 Sports-Post Produced or Edited; or #59 Sports- One Time Special.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

#### 49. SPECIAL EVENT COVERAGE (OTHER THAN NEWS OR SPORTS) LIVE OR EDITED

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material, with no post edits.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

#### 50. INTERSTITIAL

For excellence in non-commercial "filler" programming between two programs, where commercials are not permitted such as city, county, state and public broadcasting stations.

**Comment:** Interstitial also includes those segments that aired online only. If you have a segment that is not a part of a larger program, and it only aired online, you can enter it here.

*Time limit: up to 10 minutes. Single story, No compilations.*



## 51. SHORT FORMAT PROGRAM

For excellence in a complete, stand-alone short program (not feature or segment). Program length commercials (infomercials) are not eligible. Entry may not be entered in any other news or program category.

**Comment:** Short Format Program also includes those segments that aired on-line only. If you have a segment that is not a part of a larger program, and it only aired on-line, you can enter it here.

*Time Limit: 15 minutes or less.*

## 52. BRANDED CONTENT PROGRAM- SHORT FORM (10 MINUTES OR LESS)

For excellence in a complete, stand-alone, content-based program which tells a story and includes some visual branding. For example, a medical program produced by/ for a hospital. Program may not contain a call for commerce. Website URLs or requests to follow social media accounts do not constitute calls for commerce. Segments or features from within the initial program are not allowed. Program length commercials (infomercials) are not eligible. Entry may not be entered in any other news or program category.

May include up to 3 samples from the same campaign.

*Time limit: 10 minutes; Must include 1-2 seconds of black between segments*

## 53. BRANDED CONTENT PROGRAM - LONG FORM (LONGER THAN 10 MINUTES)

For excellence in a complete, stand-alone, content-based program which tells a story and includes some visual branding. For example, a medical program produced by/ for a hospital. Program may not contain a call for commerce. Website URLs or requests to follow social media accounts do not constitute calls for commerce. Segments or features from within the initial program are not allowed. Program length commercials (infomercials) are not eligible. Entry may not be entered in any other news or program category.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

# SPORTS (NEWSCAST AND PROGRAMS)

## 54. SPORTS - NEWS SINGLE STORY

For excellence in coverage of sports in general.

Single Story. No Compilations.

**Comment:** Entries in this category originally aired in a NEWSCAST.

**Comment:** Features or segments from a daily or weekly sports program should be entered in #56 Sports- Feature Segment (Program).

*Time limit: 10 minutes*

## 55. SPORTS - NEWS FEATURE

For excellence in coverage of sports related topics.

Single Story. No Compilations.

**Comment:** Entries in this category originally aired in A NEWSCAST.

**Comment:** Features or segments from a daily or weekly sports program should be entered in #56 Sports- Feature Segment (Program).

*Time limit: 10 minutes*



## 56. SPORTS - FEATURE/SEGMENT

For excellence in a feature segment on a sports topic (non-news).

**Comment:** Entries in this category originally aired in a PROGRAM.

Single Story. No Compilations.

*Time limit: 10 minutes*

## 57. SPORTS PROGRAM - POST-PRODUCED OR EDITED

For excellence in a daily or weekly sports program or sports series (non-news). Entry must have, as its basis, special coverage not to be taken from a newscast. Content in these programs is post-produced and heavily edited. Entry may have no post-broadcast edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

**Comment:** Segments from this entry cannot be entered separately in any segment/feature category. See double-dipping rules.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

## 58. SPORTS - INTERVIEW/DISCUSSION

For excellence in a program or special consisting of sports interview/discussion content that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

## 59. SPORTS - ONE TIME SPECIAL

For excellence in a one-time sports related special program that is not part of a daily or weekly sports program, game, or series. Entry may be live or recorded live. Entry should have no post edits except for the removal of commercials.

**Comment:** Segments from this entry cannot be entered separately in any segment / feature category. See double-dipping rules.

*Time limit: 30 minutes; a maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit. Must include 1-2 seconds of black between lifts.*

## 60. SPORTS EVENT/GAME - LIVE/UNEDITED

For excellence in production of a single program or series, (live or recorded live) sports event or game. No post edits. A composite (from one episode or game) 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. Must adhere to five-lift rule.

*Time limit: 30 minutes; 1-2 seconds of black between lifts.*



## SPOT ANNOUNCEMENTS

One award, more than one award, or no award is given to the Producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be regionally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. Spots may be :05 to 5:00 minutes in length. Program length commercials (infomercials) are not eligible. For a campaign, a maximum of three spots may be included which are edited together for a single video upload.

### 61. COMMUNITY/PUBLIC SERVICE (PSA) - SINGLE SPOTS OR CAMPAIGNS

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

**Comment:** For a campaign, a maximum of three spots may be included which are edited together with 1-2 seconds of black between for a single video upload.

### 62. NEWS PROMO - SINGLE SPOT

For excellence in announcements that promote a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

**Comment:** Sports program (non-news) related promos should be entered in #65 Program Promo – Sports

### 63. NEWS PROMO - CAMPAIGN/IMAGE

For excellence in announcements that promote a news/overall station/weather, etc. image and/or a news image/overall station campaign (series of promotional spots). This includes promos for news specials, breaking weather, etc.

**Comment:** Sports program (non-news) related promos should be entered in #65 Program Promo – Sports

### 64. PROGRAM PROMO - SINGLE SPOT OR CAMPAIGN (NON-NEWS)

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

**Comment:** Sports program (non-news) related promos should be entered in #65 Program Promo – Sports

### 65. PROGRAM PROMO - SPORTS - SINGLE SPOT OR CAMPAIGN

For excellence in announcements that promote non-news sports programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

### 66. COMMERCIAL - SINGLE SPOT

### 67. COMMERCIAL - CAMPAIGN

The above commercial categories are for excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market.

**Comment:** For a campaign, a maximum of three spots may be included which are edited together with 1-2 seconds of black between for a single video upload.

*Time limit: Spots may be between :05 and 5:00 in length. Program length commercials (infomercials) are not eligible.*



## SPECIAL ACHIEVEMENT AWARDS

One award, more than one award, or no award is given only to the primary recipient listed on each category. Others who may have contributed to the content and execution of the material presented in the entry may purchase plaques to commemorate their participation.

### 68. OVERALL EXCELLENCE

Awarded to the General Manager only for excellence in the overall operations of a television station, news/sports cable system or online media outlet during the eligibility period. Entry should reflect the organization's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the organization and involvement in the community, and any further evidence of excellence.

Entry should emphasize the quality, breadth and efficacy of the organization's operations, stressing substance rather than style, and exhibit performance in sustaining excellence throughout the eligibility year.

Exempt from the five segment composite limits, but the entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements.

**Note:** Entries in this category may not include programs or promos produced specifically to highlight station content and achievements, even if broadcast or webcast. Excerpts must be taken from programs or promos as broadcast.

**Comment:** Must include 1-2 seconds of black between segments.

*Time limit: Entry length shall not exceed 30 minutes. Note: This category is exempt from "double-dipping" rules.*

### 69. NEWS EXCELLENCE

Awarded to the News Director only for excellence in the overall news operation during the eligibility period. Entry should present as many different examples as possible, including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/ commentaries, etc.

Entry should emphasize the quality, breadth and efficacy of a station's news operation, stressing substance rather than style, and exhibit the news department's performance in sustaining excellence throughout the year.

Exempt from the five segment composite limits, but the entry must be comprised only of material as actually aired. No introductions, post-production, montages, music or special effects may be added. Entry should include a one-page, written synopsis. This is not intended to be a "buzz" or demo reel.

**Note:** This category is exempt from "double-dipping" rules.

**Comment:** The News Excellence category is offered to recognize the News Director's contributions to the organization's news operations. New Directors may not be listed on entries in other categories unless directly involved in the hands-on production of the work submitted.

**Comment:** Must include 1-2 seconds of black between segments.

*Time limit: Entry length shall not exceed 30 minutes.*



## 70. COMMUNITY SERVICE

Awarded to the individual most responsible for excellence in programming, whether news or non-news, involving the entire company in a continuing effort to focus interest on, and marshal support for, a worthy community cause.

Entry should emphasize the depth, breadth, duration and efficacy of the effort, and must be comprised only of material as actually aired. No introductions, post-production, montages, music or special effects may be added. Composite entries are allowed but entry is exempt from five segment composite limits. Entry should include a one-page, written synopsis.

**Note:** This category is exempt from “double-dipping” rules.

**Comment:** Must include 1-2 seconds of black between segments.

*Time limit: Entry length shall not exceed 30 minutes.*

## 71. JOURNALISTIC ENTERPRISE

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a maximum of 5 different stories. The airdate and length of each story must be submitted with the entry.

**\*\*Comment:** This category is exempt from “double-dipping” rules.

**Comment:** Must include 1-2 seconds of black between segments.

*Time limit: 30 minutes*

# CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft or a composite of material as originally transmitted

**COMPOSITE / FIVE LIFT RULE:** Except where noted, a composite is defined as a sampling of a minimum of two and no more than five (5) representative segments or examples of work that convey to a judging panel the scope, breadth, or range of an individual’s talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be “as aired” with no internal edits or post-production work, such as music or special effects. Demo reels or montages are not allowed. **One to two seconds of black between cuts, with no audio or slates must be added to separate segments within the composite.** Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift. For program entries, composite may only contain content from one episode of the series, not multiple installments.

While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries.

**Comment:** Craft Awards are intended for hands-on craft persons, not those who supervise craft persons.

*Time limit: 15 minutes (unless otherwise indicated)*

## 72. AUDIO - LIVE OR POST PRODUCTION

**Comment:** If an audio engineer is included on a program entry, he or she may not enter that same material in the Audio craft category. An individual cannot be awarded an Emmy for the same work twice.



## 73. MUSICAL COMPOSITION/ARRANGEMENT

## 74. DIRECTOR - LIVE OR RECORDED LIVE (PL TRACK IS PREFERRED)

## 75. DIRECTOR - NON-LIVE (POST-PRODUCED)

**Comment:** If a director is included on a program entry, he or she may not enter that same material in the Director craft category. An individual cannot be awarded an Emmy for the same work twice.

## 76. EDITOR - PROGRAM

**Comment:** If an editor is included on a program entry, he or she may not enter that same material in the Editor-Program craft category. An individual cannot be awarded an Emmy for the same work twice.

## 77. EDITOR - SHORT FORM (PROMO, PSA, COMMERCIAL)

**Comment:** If an editor is included on a program entry, he or she may not enter that same material in the Editor Short Form craft category. An individual cannot be awarded an Emmy for the same work twice.

## 78. EDITOR - NEWS

**Comment:** If an editor is included on a news entry, he or she may not enter that same material in the Editor-News craft category. An individual cannot be awarded an Emmy for the same work twice.

## 79. GRAPHICS/ANIMATION - NEWS/PROGRAM

Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible. Exempt from five-lift rule. Entry length shall not exceed 5 minutes.

## 80. TALENT - ANCHOR - NEWS

## 81. TALENT - ANCHOR - WEATHER

## 82. TALENT - ANCHOR - SPORTS

**For Anchor Categories Only:** A segment is a 'lift' from a news program (newscast, news special, breaking news, etc.) with the material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment can include material from only ONE news program: think of this as "five segments equals five changes of clothing" rule. Entrants may not cherry-pick short segments from various points throughout the program and edit those together; that would be a montage. It's allowed, but not required, for the co-anchor's and reporters' video to be edited out of a segment. Anchor entries may include examples of studio anchoring, field anchoring, specials, breaking, etc., but NOT reporter packages (if an anchor also does reporter packages, he/she must enter those in one of the reporter categories.)

## 83. TALENT - PROGRAM HOST/PERFORMER

**Comment:** If a host/performer is included on a program entry, he or she may not enter that same material in the Host/Performer craft category. An individual cannot be awarded an Emmy for the same work twice.

## 84. TALENT - SPORTS ANALYST/PLAY-BY-PLAY

## 85. TALENT - REPORTER

## 86. PHOTOGRAPHER - PROGRAM

**Comment:** If a photographer is included on a program entry, he or she may not enter that same material in the Photographer Program craft category. An individual cannot be awarded an Emmy for the same work twice.



### 87. PHOTOGRAPHER - NEWS

**Comment:** If a photographer is included on a news entry, he or she may not enter that same material in the Photographer News craft category. An individual cannot be awarded an Emmy for the same work twice.

### 88. WRITER - PROGRAM/PROGRAM FEATURE (NON-NEWS)

(Script Preferred)

**Comment:** If a writer is included on a program entry, he or she may not enter that same material in the Writer Program craft category. An individual cannot be awarded an Emmy for the same work twice.

### 89. WRITER - NEWS

(Script Preferred)

**Comment:** If a writer is included on a news entry, he or she may not enter that same material in the Writer News craft category. An individual cannot be awarded an Emmy for the same work twice.

### 90. NEWS PRODUCER

Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere.

### 91. VIDEO JOURNALIST

For excellence by a cross-discipline individual, serving as photojournalist, editor, talent, and writer; covering a single or multi-part story or topic. Entry may not be entered in any other craft category.

**Comment:** This entry must reflect all mentioned disciplines. For example, if there is no writing, the entry is ineligible. No other person was involved in creating this content. It was a solo effort.

## SCHOLARSHIP

Walter Cronkite Scholarship is available for qualified students from the region who plan careers in television. Please visit <http://emmymid-america.org/students/scholarships/> for the Walter Cronkite Scholarship eligibility details and application.

**All applications must be received by April 30, 2020**

## GOLD AND SILVER CIRCLE

Gold Circle and the Silver Circle is an elite group of professionals recognized by NATAS Mid-America Chapter for making a significant contribution to television for the last 25 years or more. Anyone who has made a significant contribution to television is eligible. The contribution can be in service to the industry, to NATAS, to the community or to people training for a career in the field. Nominees are accepted from performing, creative, technical or administrative roles within the industry or peripheral areas directly related to television such as commercial productions, journalism or education. Neither nominators nor nominees need to be members of NATAS.

For more information: <http://www.emmymid-america.org/awards/gold-and-silver-circles/>

**NOMINATION DEADLINE: APRIL 30, 2020**