

44TH ANNUAL
MID-AMERICA
EMMY[®] AWARDS

2020

CALL
FOR
ENTRIES

ENTRY DEADLINE:
JUNE 30, 2020

GOLD AND SILVER CIRCLE NOMINATIONS DEADLINE:
JUNE 15, 2020

EMMY[®] NOMINATIONS ANNOUNCED:
EARLY OCTOBER 2020

EMMY[®] AWARDS GALA:
NOVEMBER 21, 2020
ST. LOUIS HYATT AT THE ARCH HOTEL





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IMPORTANT 2020 DATES AND INFORMATION

EMMY[®] AWARD ELIGIBILITY YEAR

April 1, 2019 – March 31, 2020

ENTRY DEADLINE

NEW! June 30, 2020

WALTER CRONKITE SCHOLARSHIP APPLICATION DEADLINE

NEW! June 1, 2020

GOLD AND SILVER CIRCLE NOMINATIONS DEADLINE

NEW! June 15, 2020

ENTRY REVIEW & CERTIFICATION COMPLETED

NEW! July 31, 2020

EMMY[®] NOMINATIONS ANNOUNCED

NEW! Early October 2020

EMMY[®] AWARDS GALA

Hyatt Regency St. Louis At The Arch

NEW! November 21, 2020

CATEGORY CHANGES

#12 INVESTIGATIVE REPORT – NEWS SINGLE STORY

#13 INVESTIGATIVE REPORT – SERIES

#52 BRANDED CONTENT PROGRAM – SHORT FORM (10 minutes or less)

#53. BRANDED CONTENT PROGRAM – LONG FORM (over 10 minutes)



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ELIGIBILITY INFORMATION, RULES AND ENTRY PROCEDURES

PURPOSE: To recognize outstanding achievements in television and allied media 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 for those working in the television and media industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and online.

ELIGIBILITY 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-Kirkville, Davenport-Rock Island-Moline, Paducah- Cape Girardeau-Harrisburg, Champaign-Springfield-Decatur, Fort Smith-Fayetteville-Springdale-Rogers, Jonesboro, Monroe-Eldorado and Shreveport (LA).

ELIGIBILITY PERIOD: Awards are presented for entries produced for the Mid-America chapter, and were broadcast or distributed via the internet for the first time during the period from April 1, 2019 through March 31, 2020.

SUBMISSION ELIGIBILITY: To be eligible, original entries must have been transmitted to the general public by a television station, a cable company, satellite, the Internet or other digital delivery medium. Digital is defined as multimedia projects that combine various forms of traditional media with social media and interactivity, as well as linear programming delivered online (over the Internet, via various mobile platforms).

Eligibility is limited to digital and telecast/cablecast programming that was originally made available to a regional or local audience during the Chapter's eligibility year.

Materials provided by a news service, cooperative news association or similar source must be treated as previously produced material, unless it was originally intended for first release in the regional awards eligibility area to which it was submitted with on-site supervision by the entrant.

Re-purposed material is not eligible unless it is determined to have been given a new and unique treatment.

- Broadcast entries must have been intended to be of 'primary interest' to a regional or local audience, within the Chapter's designated awards area and must have had their first transmission in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (see exceptions) on next page.
- Broadband entries must have been intended for consumption and be 'of primary interest' to a regional or local audience, within the Chapter's designated awards area. It is advised that broadband content intended for a wider audience (a national audience) be submitted for consideration in The National Academy of Television Arts & Sciences' national awards.
- Cablecast entries are deemed available for an entire market if the cable channel on which they appear is generally available to that market, regardless of the actual number of subscribers the cable channel may have in the market.

However, entries which are specifically designed exclusively for their regional or local market may be accepted for regional judging, even if the retransmitting of the station's signal by cable systems make it available to more than 50% of the American television households. This may include regional newscasts or programs dealing with issues specifically related to the local community.

For entries/programs that have been syndicated and aired in regional markets other than Mid-America, the entrant(s) must provide a "carriage/distribution summary." The summary must indicate all markets that carried the show, how many runs it had, and the percentage of coverage.



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EXCEPTIONS TO THE 50% RULE:

- Local station news coverage that may receive national exposure should be submitted to regional EMMY[®] Award competitions.
- Entries are eligible for regional competition if the treatment was of a local community issue, with the content primarily intended for distribution in the Chapter's designated awards area. Works accepted for regional judging under this exception may not be submitted for national consideration.
- A documentary film that has a limited theatrical release at film festivals showing on 600 or fewer screens in the U.S. over a one year period before telecast or being made available online is eligible provided the program content is of primary interest to the regional or local audience.
- A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
- Local segments that are eligible to participate as entries in national EMMY[®] Award competitions (i.e. News & Doc) may compete in both regional and national awards competitions under prevailing rules.

CONTENT ELIGIBILITY: The interpretation of the Awards Committee is final and absolute. Entries must be submitted as originally shown. There may not be any post-broadcast changes except as noted in the category descriptions.

The following programming is not eligible:

- Pornographic, violent, defamatory or offensive material.
- Previously aired programs, series or related crafts which aired and met eligibility requirements during a previous award year or another EMMY[®] competition.
- Program length commercials (infomercials).
- Closed circuit programs (from hotels, hospitals, movie theatres, arenas, stadiums and other venue specific locations) with special, targeted audiences.
- Content from telethons, pledge breaks and/or programs with a unique call to action aired for the purposes of raising money for political parties, charities or other related causes.
- Motion picture premiered programs that appeared in general release to the public in theatres.
- Compilation reels, "clip shows" or "best of..." programs that were edited from original content.
- Any acquired foreign productions not originated in the United States.

ENTRY PLACEMENT: When a program's content may allow for a choice of category placement, the producer has the discretion to enter the program and its individual craft achievements in the most appropriate category where it is eligible. However, certain rules must also be considered and followed.

No entry may be submitted to more than one Chapter's awards. The "first airing" of the entry is the primary determination of eligibility.

Different episodes from the same program or series can only be entered in one Chapter's awards.

Entrants are not allowed to separate program content from individual craft achievement and submit in multiple Chapters.

Attempts to adjust show titles, airdates and/or descriptions of programs in order to submit to multiple Chapters, regardless of the circumstances, is prohibited.

Ineligible entries may be disqualified during any phase of the competition.



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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 that, in the opinion of the Chapter Awards Committee, results in a new original program. Entrants must identify all non-original or sponsored material, including its location in the program. Re-purposed material is not eligible.

ENTRY QUOTA: In order to sustain a high level of award excellence, Chapters must continue to self-regulate their entries, making sure only the appropriate individuals are recognized. To maintain this consistency, there is a maximum quota of 10 eligible names allowed on each entry. Any name(s) added beyond this number will require written authorization from the primary responsible entrant detailing the additional job title and responsibility. Chapters would then have the option of accepting these additional entrants or not.

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 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.

COMPOSITES: Except where noted, a composite is defined as a **sampling of a minimum of two (2) 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 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.

Note: specific language for Craft Anchor and Graphics categories has been added in category descriptions.

PROGRAM COMPOSITES: Except where noted, program entries may have no more than 3 representative segments or samples of work, and may only contain content from one episode of a series, not multiple installments.

DOUBLE-DIPPING: No single entry may be submitted in its entirety in more than one programming category. Exceptions are given for content that was part of a full newscast or included as an excerpt in the “Overall Excellence,” “News Excellence,” “Community Service,” and “Journalistic Enterprise” categories. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category.

If you enter a full program or episode from a series in a programming category, you cannot also enter a segment from the same show in another program category.

Content produced as both a multi-part news series and a full-length program may be entered only once, regardless of the amount of new material added.

A single or multi episode full-length program, or a multi-part news series, all on the same subject, may only be entered in only one programming category. If the subject matter varies, different episodes from the same overall program series can be entered in other program categories as appropriate based on content. This exception rule does not apply to individual stories from news series.

An individual can only be recognized once for the same job function, utilizing the same program content.

Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter as a producer in a program category, he or she, may enter the same content again in their respective craft category.



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LANGUAGE OTHER THAN ENGLISH: Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges in a separate contest from English language. The scores produced by these two panels are not combined; instead the scores are interpreted separately for final “cut-off” evaluation.

Programs in languages other than English or Spanish may also be entered; however judging of these entries in their native language is subject to the availability of qualified, peer judges who speak the language of the entry. Therefore, NATAS requires that these entrants submit their entries with English subtitles or with English on a second audio channel.

WHO CAN ENTER: Membership in The National Academy of Television Arts & Sciences is not required to enter the EMMY[®] Awards. Management, producers, designated award directors or individual craft entrants, whether they are a NATAS member or not, may submit entries on behalf of their program, talent or craft. If submitting on behalf of another individual (s), you must fully confirm that the parties contained in the submission have complete knowledge of all eligibility rules, and have viewed and given consent to the content submitted on their behalf.

JUDGING PROCEDURE: Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels should be comprised of no fewer than 6 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. 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 a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.

NON-COMPETITIVE JUDGING: Entries are judged against a standard of excellence on their own merit and do not compete against each other. Program submissions are scored using a 1-10 scale each for Content, Creativity and Execution. Talent and Crafts are evaluated using a 1-10 scale each for Creativity and Execution. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

JUDGING REQUIREMENT: The success of the EMMY[®] Awards process depends on the willingness of qualified professionals to serve as judges. Peers in other NATAS Chapters are serving this Chapter’s entrants.

This Chapter will judge other Chapter’s entries. By entering, you agree to serve as a judge when asked.

All entries sent to judges for screening are deemed to be eligible by the Chapter whose work is being judged. For that reason, judges are required to score each entry regardless if they feel it has been placed in the wrong category or might have technical problems. Forms are available online should judges wish to challenge any entry. On challenge entries, judges are asked to score without bias, even if they believe an entry is not in an appropriate category.

DISCLOSURE OF JUDGING RESULTS: In order to maintain fair, consistent peer judging without influence, judges must not disclose to others or in writing, including any social media references, as to how they have voted during an on-going, active judging session. If they ignore or abuse this privilege, their ballot will be disqualified and/or their judging status eliminated.

INTENTIONAL FALSIFICATION: The entrant warrants that he/she/they are the party(ies) most responsible for the award-worthiness of the entry. 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.

COPYRIGHT: Each entrant agrees that any form of analog and/or digital recording, whether it be film, tape recording, screenshot or supplemental printed material that is furnished to NATAS in connection with an entry may be retained by the National Academy for file, reference and archival purposes and may be viewed partially or in its entirety for judging purposes. All of, or portions of, said content may be used on or in connection with the awards ceremony, any broadcast/telecast and other exhibition, including internet; as well as with promotional announcements or activities for any of the foregoing. If required, the entrant is further responsible for approval and clearances to the appropriate parties for any use of this copyright content.



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WHO RECEIVES THE AWARD: Producers, craft persons and other eligible entrants as listed on the entry form receive the EMMY[®] statuette, except where noted. To be eligible, each entrant must have significant, creative involvement in the actual production. Pre and post production involvement, including proposal/grant writing, research, fundraising, producing partnerships, etc., though necessary and of major importance is not substantial enough to be considered. They must verify in writing their “hands on” involvement in order to be listed on the entry.

Once a Chapter’s award nominations are announced, there is a 10 calendar day only grace period in which names, under extreme, special circumstances, can be added to a nominated entry. These requests must be authorized in writing to the Chapter from one of the original entry nominees requesting this addition and detailing why this request should be granted. The Chapter’s Awards Committee will make the final decision and ruling.

Further, once the EMMY[®] awards ceremony has concluded, NO individual names can be added to an awarded entry as an additional recipient, under any circumstances.

Others who work on a nominated or recognized entry may order production certificates or plaques. Individuals who did not receive a statuette, but were eligible for production certificates and/or plaques are not considered EMMY[®] recipients.

CRAFTS ACHIEVEMENT: In the Crafts Achievement Awards, those who actually perform a specific discipline receive the EMMY[®] statuette. Supervising or directing the work of others does not qualify for Crafts Achievement Awards, except for achievements in directing categories.

AWARD RECIPIENTS: EMMY[®] Awards are presented to individuals, not to their employers. It is the individual entrant’s achievement that is being judged and recognized, even if an employer pays entry fees.

COMMEMORATIVE STATUETTES: As a courtesy, stations, studios and production companies may order a commemorative statuette for public display at their place of business (up to a maximum of three per awarded entry). The statuette is engraved the same as the actual EMMY[®] Award, with the word “commemorative” added. Neither the organization’s name nor any other special wording may be engraved in place of where the individual’s name and position would usually appear. Commemorative EMMY[®] statuettes cannot be ordered for individuals.

PROMOTION: All publicity, advertising or any written reference undertaken by nominees and award recipients to the EMMY[®] Awards, must clearly state that the awarded achievement is for a Mid-America Regional EMMY[®] Award. The word “Regional” must appear in these instances. The Recipient of a nomination or an EMMY[®] Award may refer in advertising and publicity to the fact that they have been honored only for one year after the recognition was bestowed. They may use a replica of the EMMY[®] statuette in such advertising. Individuals who significantly contributed to the production or craft but were not honored with a statuette cannot specifically advertise they are an EMMY[®] award recipient. They can only state they worked on the recognized program.

RULES FOR THE PROTECTION OF THE EMMY[®] STATUETTE: The EMMY[®] statue is the property of and all rights are reserved by The National Academy of Television Arts & Sciences (NATAS) and the Academy of Television Arts & Sciences (Television Academy). The EMMY[®] statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the National Academy, it being understood that possession of the same is solely for the benefit of the recipient and the recipient’s heirs or successors in interest. If a recipient or the recipient’s heir or successor in interest proposes to sell, loan, donate or otherwise dispose of the EMMY[®] statuette, such persons shall be obligated to return the statuette to The National Academy of Television Arts & Sciences which will retain the same in storage in memory of the recipient.

A ® registration mark and the appropriate copyright notice: © NATAS/Television Academy must accompany any portrayal of the EMMY[®] statuette or moniker.

NEW THIS YEAR: :45 SECOND CLIP FOR EMMY[®] AWARDS SHOW A field labeled TIME CODE is included on the entry form. This is the video that will play at the EMMY[®] Gala should your entry win. Please specify a starting time code for the 45 second excerpt of your entry to be played at the EMMY[®] Awards Gala.



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MEMBERSHIPS AND ENTRY FEES

Your membership must be active and current to receive the entry fee discount. To check the status of your membership visit:

http://emmyexpress.com/membership_login.php?c=4

ALL MEMBERSHIPS EXPIRE IN FEBRUARY (Memberships run from March through February of each year. Now is the time to become or renew your memberships in the Mid-America chapter.)

ONLINE MEMBERSHIP: The membership process is completely integrated with your entries. Complete the online member application only once. You will be able to manage /update your membership information very easily by following the prompts in the Member Dashboard.

ANNUAL MEMBERSHIP \$70 per person

NOTE: Membership is in the name of the individual, not the corporation or business.

ENTRY FEES

NOTE TO JUDGES: Individuals who judged 2+ times during the eligibility period 1/1/2019-12/31/2019 will automatically receive a \$10 discount from each of his/her entry fees.

MEMBER ENTRY FEE:

\$95 for first entrant name, \$75 for additional names listed, per entry.

NON-MEMBER ENTRY FEE:

\$210 for first entrant name; \$185 additional names listed, per entry.

CHANGES TO WORDING ON AN ENTRY AFTER DEADLINE: Entrants may make changes to their entries up to the deadline. **After the deadline only the office can make cosmetic changes for you (examples include title changes, misspelled names); these are the fees:**

\$25 per entry ~ through August 31

\$50 per entry ~ through October 15

Payments can be via PayPal or check.

MAKE CHECKS PAYABLE TO AND MAIL TO:

NATAS EMMY[®] Mid-America • 3655 Olive • St. Louis, MO 63108

All Payments are due JUNE 30, 2020. PLEASE REMEMBER: MEMBER AND ENTRY FEES MUST BE PAID SEPARATELY.



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ADDITIONAL CHARGES

EMMY[®] AWARD SHIPPING CHARGE: If your entry is awarded an EMMY[®] statuette and you cannot attend the awards ceremony, please ask someone to pick it up for you. There will be a \$50.00 charge to ship each statuette.

VIDEO UPLOADING

VIDEO UPLOADING: Entrants are responsible for the technical quality of their videos.

REFERRED 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.

ADDITIONAL SUPPORT: <http://support.jwplayer.com/customer/portal/articles/1433634-preparing-videos-for-upload>



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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[®] 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



44TH ANNUAL
MID-AMERICA
EMMY® AWARDS



CALL FOR ENTRIES

ENTRY DEADLINE: JUNE 30, 2020

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 ANNOUNCER 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 June 1, 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: June 30, 2020



44TH ANNUAL
MID-AMERICA
EMMY® AWARDS



CALL FOR ENTRIES

ENTRY DEADLINE: JUNE 30, 2020

DEFINITION OF TERMS USED IN CATEGORY DESCRIPTIONS

PROGRAM COMPOSITES: Except where noted, program entries may have no more than 3 representative segments or samples of work, and may only contain content from one episode of a series, not multiple installments.

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 elements 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.

Note: specific language for Craft Anchor and Graphics categories has been added in category descriptions.

SERIES (NEWS): Two or more reports covering the same story. A composite of unrelated stories is not a series. Series entries must include a minimum of 2 reports.

SERIES (PROGRAM): A program that appears in essentially the same format two or more times a year.

SPECIAL: A one-time-only program or a program from a series that appears in a substantially different format and may or may not be broadcast or cablecast in a period other than its regular time.

PRODUCER: The person(s) most directly responsible for the majority of the content and production elements of the entry. Executive producers are not eligible for EMMY® statuettes unless directly involved in the hands-on production of the work submitted.



FREQUENTLY ASKED QUESTIONS

WHAT DOES COMPOSITE MEAN?

A composite is a sampling between two and five representative segments or elements that conveys to a judging panel the scope, breadth or range of an entry. In Craft Achievement categories, entrants may submit more than one entry per craft discipline; or a composite containing two or more unedited samples of their work. Multiple composites within a category are ineligible. Demo reels or montages are not allowed.

To differentiate between pieces, lay one to two seconds of black before the next piece begins. No additional effects or music are allowed. Demo reels or montages are not allowed. Composite entries must adhere to all guidelines: the “1-2 seconds of black” rule (with no audio or slates) will be enforced to prohibit post-production. Entries without the required seconds of black will be disqualified.

WHAT’S THE “1-2 SECONDS OF BLACK” RULE?

In composite entries, and/or entries that have been edited to adhere to entry guidelines, you lay down a full 1-2 seconds of black (with no audio or slates) prior to the next segment beginning. If there’s less space between segments, your entry may be disqualified.

WHAT IF MATERIAL AIRED ONLINE?

You may enter material that only has been “broadcast” online, but, as with traditional broadcast entries, these programs, stories or segment must be produced and targeted for a regional audience. If your story or segment airs strictly online as a stand-alone production, it must be entered in a program (not segment) category, regardless of its length.

Feature/segment categories are intended for pre-produced segments that are a part of a larger production. You can also enter online segments in the Interstitial category (#51) or Short Form Program (#52) and Branded Content Program (#53). Interstitial includes those segments that aired online only. Branded Content must include some visual branding.

CAN I ADD ANY POST-PRODUCTION TO MY ENTRY?

No. No added music, animation, narration, graphics, nothing. Your entry is not supposed to look like a demo reel.

CAN I SUBMIT THE SAME WORK IN TWO PLACES?

No. Please refer to the Double-dipping information, on pages 6-7. Content can only be entered in one content category.

HOW MANY PEOPLE CAN BE LISTED PER ENTRY?

We allow up to 10 names on the entry form. Keep in mind, the names included on the entry are those directly involved with the creation and execution of the entry. Those not listed on the entry but contributed to its creation may purchase Production Plaques. The producer of the program may contact the Executive Director after the EMMY[®] Gala for more information.

CAN WE JUST LIST THE ENTRANT AS “STAFF,” “NEWS TEAM” OR “COMPANY X,” ETC.?

You may NOT list any entrant name as “Staff,” “News Team,” “Company X,” etc. EMMY[®] statuettes are awarded to individuals, not to their employers, stations or companies. All entries must include the name and production credit for at least one individual.

DO YOU HAVE TO BE A MEMBER OF NATAS MID-AMERICA TO SUBMIT AN ENTRY?

You do not have to be a member to enter, but your entry fees are discounted if you are. You can join before you enter. Become a member online and submit a SEPARATE payment for your dues.

To get the member rate for an entrant, the email address associated with their membership must be provided to allow verification of active membership status. If the email address is not found, the non-member rate will be charged. If a non-member rate is charged for someone who is an active member or who will now immediately renew



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CALL FOR ENTRIES

ENTRY DEADLINE: JUNE 30, 2020

their membership, select pay later type option. The emailed copy of the entry will contain a link allowing the entry to be updated with the verified membership status so the entry price can be updated before payment.

DO YOU HAVE TO BE A MEMBER OF NATAS MID-AMERICA TO SUBMIT AN ENTRY? (CONTINUED)

When in doubt, please confirm your membership before submitting a new application. To Confirm Memberships - follow the Member Login link on our website. https://emmyexpress.com/entry_login.php?c=4

If you duplicate your membership, there may be issues with your entry. Your duplicate membership will have to be deleted from the system. Please contact the office to have your duplicate membership deleted.

I SUBMITTED MY ENTRY AND NOW I NEED TO MAKE CHANGES. HOW CAN I MODIFY MY ENTRY?

EMMY[®] Express allows you to modify your entry up to the deadline of April 27, 2020 You'll find the link to make changes to an entry in two places: 1) in your EMMY[®] EXPRESS Dashboard account, and 2) on the bottom of the email receipt titled EMMY[®] Express – Email Copy of EMMY[®] Entry, "Use this link to modify your entry." You have the ability to change information or add entrants to the entry up until the entry DEADLINE of April 27th.

I SUBMITTED MY ENTRY AND NOW I WANT TO DELETE IT?

Entrants cannot delete entries. Please call the office to have your entry deleted.

WHAT FORMS OF PAYMENT ARE ACCEPTED?

All payments must be received by May 4th. PayPal is our preferred payment method.

WHO IS THE "SUBMITTER CONTACT" ON THE ENTRY?

This is the person who is submitting entries (i.e. completing the online entry forms) on behalf of the station or production company. This is the first person we will contact if we have any questions or require additional information regarding the entry. This person may or may not be listed as an "entrant" as well.

VIDEO UPLOAD LENGTH

Do NOT submit more than is allowed because it will be disqualified. Please submit the correct length (or LESS) as allowed for the category you are entering. For example, DO NOT submit a 22 minute clip for a category with maximum length 15 minutes. It will be disqualified. There are no refunds for disqualified entries.

DOUBLE-DIPPING DEFINED

To avoid any confusion, the basic formula for "double-dipping" is the following:

An individual entrant can only be recognized once for the same job function, utilizing the same program content.

Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories IF they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft-person does enter as a producer in a program category, they may enter the same content again in their respective craft category.

Examples:

- If a craft person is a writer/photographer, they could enter the program category as only the writer and then the photographer craft category.
- If they are not an entrant on the program entry, they could enter either the writer or photographer category, using the same material since they performed different job functions.



- If they list themselves as both writer and photographer on the program entry, they cannot enter either the writer or photographer craft categories. They cannot enter either craft category using the dual job title since one category is only for writer and the other only for photographer.

DOUBLE-DIPPING DEFINED (CONTINUED)

No single entry may be submitted in its entirety in more than one programming category. Exceptions are given for content that was part of a full newscast, or included as an excerpt in the “Station Excellence,” “News Excellence,” “Community Service,” and “Journalistic Enterprise” categories. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category.

Example:

- An investigative reporter is listed on a newscast entry. Under this “double-dipping” rule, a portion of the newscast content could be entered in “Investigative Report,” but the same reporter cannot be listed since their name already appeared on the newscast entry. You cannot enter the same material in both news and program categories. Repurposed news video may not be entered in program (non-news) categories (see “Original Material” p.).

A single or multi-episode full-length program all on the same subject may only be entered in one programming category. If the subject matter varies, different episodes from the same overall program series can be entered in other program categories as appropriate based on content. This exception rule does not apply to individual stories from news series (see below).

Examples:

- Your entry is a four-part series, “Saving the Bay”. Part one of the series is entered in the “Informational/Instructional” category. Part three cannot be entered in the “Environment” category.
- Your program is called “Community Weekly”, an on-going weekly series. Though it is basically a “Public Affairs” series, episode 204 may be about music, episode 216 about sports, while other episodes are more generic. Under our rules, episode 204 could be entered in an “Entertainment” category, while episode 216 could be in “Sports.” Episode 222 could stay in “Public Affairs.”

Content produced as both a multi-part news series and a full-length program may be entered only once, regardless of the amount of new material added.

Example:

- An investigative team does a three-part series within a newscast on gun control. Once the three parts have aired, and the same material re-purposed as a news or program special, the team would need to decide if they should enter the original series or the special, not both. If you enter a full program or episode from a series in a programming category, you cannot also enter a segment from the same show in another program category.

Entries that violate the double-dipping rule will be disqualified and entry fees will not be refunded.

WHO RECEIVES THE AWARD?

Producers, craft persons and other eligible entrants as listed on the entry form receive the EMMY® statuette, except where noted. To be eligible, each entrant must have significant, creative involvement in the actual production. Pre and post-production involvement, including proposal/grant writing, research, fundraising, producing partnerships, etc., though necessary and of major importance is not substantial enough to be considered. They must verify in writing their “hands on” involvement in order to be listed on the entry.

NEW THIS YEAR: 45 SECOND CLIP FOR EMMY® AWARDS SHOW

A field labeled TIME CODE is included on the entry form. This is the video that will play at the EMMY® Gala should your entry win. Please specify a starting time code for the 45 second excerpt of your entry to be played at the EMMY® Awards Gala.