



STUDENT PRODUCTION AWARDS

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
MID-AMERICA FOUNDATION

2021 CALL FOR ENTRIES HIGH SCHOOL

ELIGIBILITY PERIOD

March 2, 2020 through March 1, 2021

ENTRY DEADLINE

April 9, 2021

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STUDENT PRODUCTION AWARDS

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

NATAS is a professional service organization dedicated to the advancement of the arts and sciences of television and related media and the promotion of creative leadership for artistic, educational and technical achievements within the television industry, best known for the coveted Emmy® Award.

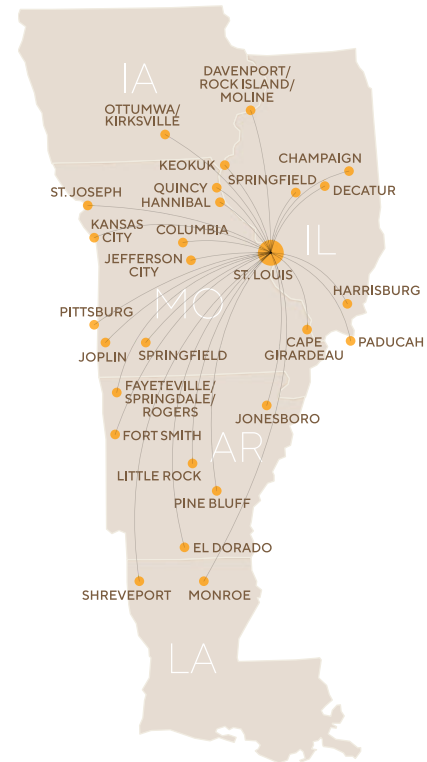
PURPOSE

To recognize outstanding student achievement in production by conferring awards of merit in the Chapter’s designated awards region. The presentation of these awards is intended to be an incentive for the continued pursuit of excellence by those studying media and journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements by undergraduate college and/or high school students.

CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA)

The Mid-America chapter includes the television markets primarily in Missouri, Arkansas and Illinois and surrounding DMAs:

- St. Louis
- Kansas City
- Little Rock
- Springfield (MO)
- St. Joseph
- Columbia/Jefferson City
- Joplin/Pittsburg
- Quincy/Hannibal/Keokuk
- Ottumwa/Kirksville
- Davenport/Rock Island/Moline
- Paducah/Cape Girardeau/Harrisburg
- Champaign/Springfield/Decatur
- Fort Smith/Fayetteville/Springdale/Rogers
- Jonesboro
- Monroe/Eldorado and Shreveport (LA)



CHAPTER BOUNDARIES EXCEPTIONS

By agreement with the Heartland Chapter of NATAS, Mid-America will accept high school only entries from schools in Oklahoma and Colorado.



RULES AND REGULATIONS

ELIGIBILITY

1. Projects conceived, produced and executed by students at a high school, university, college or technical/vocational school within the Chapter's designated awards region are eligible for student award consideration.
2. Returning students who previously worked as professionals are not eligible.
3. No professional services may have been employed in the production of the entry.
4. Faculty involvement can only be advisory.
5. Entrants must be enrolled as a full-time student during the eligibility period
6. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
7. Students who perform professional work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
8. No entry may be submitted to more than one Chapter's awards.
9. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
10. Entry videos must be as they were originally submitted to their advisor. There may not be any edits to the originally completed video except for edits to bring the entry length within the specified category time limit. **When editing for time, use only straight cuts with one second of black to denote where content has been removed.**
11. There is no limit to the number of entries a school may submit in each category.
12. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
13. Ineligible entries may be disqualified during any phase of the competition.

STUDENT PRODUCTIONS

Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® Award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's Emmy® Award competition, they cannot enter as a student, but instead must pay the appropriate entry fees. The student is then prohibited from entering subsequent student production categories with other classmates.

ENTRY SUBMISSIONS

A teacher, professor or advisor must approve the entry even if the student handles the submission or upload process themselves. There is no limit to the number of entries a school may submit.

ORIGINAL MATERIAL

At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

LANGUAGE(S)

Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals. Entries in other languages may be entered. Judging of these entries is subject to the availability of qualified judges who speak the language of the entry. We recommend that entrants in languages other than English or Spanish submit an English-language translation of the narration track.

DOUBLE DIPPING

No single entry may be submitted in its entirety in more than one Programming category. The same student may not be listed on more than one entry for doing the same job using the same work. If a student was responsible for more than one role, they submit the video in the appropriate craft categories to be judged for that particular craft (ie writer, editor, etc.).

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.

INTENTIONAL FALSIFICATION

The faculty advisor warrants that they are the party most responsible for verifying that eligibility requirements have been met. The intentional falsification of production credits or entry credits may be the basis for disqualification.

FEES

While a fee to cover administrative expenses may be charged, there may be no individual student entry fees. Membership is not a requirement for advisors or entrants.

JUDGING AND EVALUATION

Programming Categories are judged on three criteria: content, creativity and execution on a 10-point scale (maximum 30 points); and Craft Categories are judged on two criteria: creativity and execution (maximum 20 points). Judging panels are to be made up of qualified professional judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

AWARDS

A crystal pillar is awarded to the school for entries validated by a professor or advisor. Students responsible for the production will each receive a certificate. Pillars may be purchased for students listed on winning entries after the awards.

RESTRICTION ON THE USE OF THE EMMY® MARK

Schools may refer to the fact that they are recipients of a NATAS Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.



ENTRY DEADLINE & FEES

DEADLINE

April 9, 2021

All entries must be paid in full by the deadline

FEE

\$25 per entry

May include up to two names. Schools wishing to list more than two names should use the designation "STAFF" as the entrant name.

PAYMENT OPTIONS

Credit card payments are processed through PayPal.

Otherwise, please make checks payable to: **NATAS Mid-America** and send to:

NATAS Mid-America EMMY®
3655 Olive Street
St. Louis, MO 63108

CONTACT

Maggie Eubanks
618-444-9756 cell/text
maggie@emmymid-america.org



HOW TO ENTER

1

SIGN IN TO NATAS STUDENT AWARDS

natasstudentawards.org/membership_login/#/4

2

**FILL OUT THE ENTRY
INFORMATION**

3

UPLOAD YOUR VIDEO



HIGH SCHOOL

STUDENT PRODUCTION AWARD CATEGORIES

PROGRAMMING CATEGORIES

NOTE: The same material may not be entered in more than one programming category.

H-01. Newscast

For outstanding achievement in a newscast, produced daily or less than daily, but broadcast, streamed or otherwise distributed as a “live” program. Post edits are not permitted except for the removal of breaks. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

Time Limit: 30 minutes

H-02. News Report - Serious News

H-03. News Report - Light News

For outstanding achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report.

Time Limit: 10 minutes

Comment: Serious News entries might be considered the lead of a newscast. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial and visual content, as well as adherence to broadcast journalistic standards of accuracy and fairness.

Comment: Light News entries should focus on feature topics of a light nature that might be considered a “closer” in a newscast. Entries will be judged on the basis of editorial and visual content, as well as adherence to broadcast journalistic standards of accuracy and fairness.

H-04. Non-Fiction – Short Form

For outstanding achievement in a presentation of a short-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

Time Limit: 10 minutes

H-05. Non-Fiction – Long Form

For outstanding achievement in a presentation of a long-form treatment of a single non-fiction subject. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

Time Limit: Minimum 10 minutes - maximum 30 minutes

Note: If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-06. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a presentation of content devoted to cultural or artistic significance, or a compilation of up to three unedited pieces.

Time Limit: 10 minutes

H-07. Public Affairs/Community Service

For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness.

Time Limit: 10 minutes

H-08. Public Service Announcement (PSA)

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

Spots may be 5-seconds to 2 minutes in length

H-09. Sports Story or Segment

For outstanding achievement in a sports news, information or feature story. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the presentation. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

Time Limit: 10 minutes

H-10. Sports Program

For outstanding achievement in a sports program or special. Entry may be live or edited and must have, as its basis, special coverage not to be taken from a newscast. Entries may include multi-camera and pre-produced segments. Entry may have no post-edits except for the removal of PSAs, interstitials or commercials. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness.

Time Limit: 30 minutes

Note: This category is for shows such as pre/post-game shows, sports interview/discussion programs, season recap shows, etc. If the original presentation ran more than 30 minutes, entrants may select up to three (3) segments/excerpts to bring the entry to the specified time limit. One (1) second of black should be included between segments/excerpts.

H-11. Live Sporting Event/Game

For outstanding achievement in the production of a live or recorded live sports event or game. A composite is required and may include segments or excerpts that provide examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion.

Time Limit: 30 minutes

NOTE: One (1) second of black should be included between segments/excerpts.

HIGH SCHOOL CRAFT CATEGORIES

NOTE: Only those who performed the specified craft should be listed on the entry.

NOTE: One (1) second of black should be inserted between elements of a composite entry.

H-12. Animation/Graphics/Special Effects

For outstanding achievement in animation, graphics, and/or special effects demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally prepared for class or extra-curricular assignment.

Time Limit: 15 minutes

H-13. Editor

For outstanding achievement in editing demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally prepared for class or extra-curricular assignment.

Time Limit: 15 minutes

H-14. Photographer

For outstanding achievement in photography demonstrating the skills of one or more individuals. Entries may contain a single example of the craft, or a composite of material as originally prepared for class or extra-curricular assignment.

Time Limit: 15 minutes

H-15. Talent - New or Sports

For outstanding achievement in on-camera talent demonstrating the skills of one or more individuals in the areas of news anchoring, reporting, host/moderator, sports play-by-play, analyst, etc. Entries may contain a single example of the craft, or a composite of material as originally prepared for class or extra-curricular assignment.

Time Limit: 15 minutes

H-16. Writer

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

Time Limit: 15 minutes



WALTER CRONKITE SCHOLARSHIP

APPLICATION DEADLINE

April 30, 2021

NATAS Mid-America is proud to offer scholarships to high school seniors and college undergraduates in the NATAS Mid-America region who are pursuing a career in the media industry.

Scholarships range from \$1000 to \$3000 each and include the Walter Cronkite Scholarship and Governor Scholarship. These are merit-based scholarships given to students who demonstrate the potential to join the profession and contribute to its future.

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

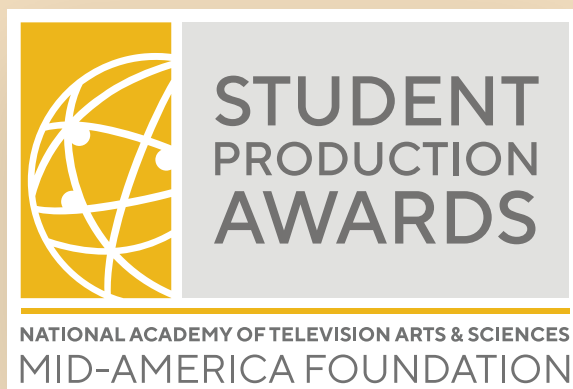
Applicants do not need to be members of the National Academy of Television Arts & Sciences to receive a scholarship.

HOW TO APPLY

To apply for a NATAS Mid-America scholarship, submit the following application:

<https://emmymid-america.org/education/scholarship>

Scholarship recipients will be notified on June 15, 2021.



3655 Olive Street
St. Louis, MO 63108

☎ 314-533-2993

☎ 618-444-9756

emmymid-america.org