

THE NATIONAL ACADEMY OF
TELEVISION ARTS & SCIENCES
LOWER GREAT LAKES CHAPTER



40th Annual Emmy Awards
CALL FOR ENTRIES

ELIGIBILITY PERIOD: JANUARY 1 - DECEMBER 31, 2008

ENTRY DEADLINE: FEBRUARY 20, 2009

For complete rules and entry information visit:

www.nataslgl.org

TWO DVD/CDS OF EACH ENTRY ARE REQUIRED

Featuring these new and expanded categories:

BROADCAST/CABLE:

Investigative Report - Single Story

Investigative Report - Series

Teen Program/Special

Nostalgia Program/Special/Series

Crafts: Technical Director

Crafts: Editor, Non-News

Crafts: On-Camera Talent, Non-News

ADVANCED MEDIA:

News Programming

Sports

Business/Consumer/Financial

Crafts: Writer/Producer

**40th Annual Emmy Awards Ceremony will be held September 12, 2009
The InterContinental Hotel - Cleveland, Ohio**

NATAS - Lower Great Lakes Chapter
7650 Chippewa Road #305, Brecksville, OH 44141-2319
440-526-EMMY



40th Annual Emmy Awards CALL FOR ENTRIES

RULES & PROCEDURES

PURPOSE:

To recognize outstanding achievements in television by conferring annual awards of merit in the Chapter's designated award region. The National Academy of Television Arts and Sciences - Lower Great Lakes Chapter will accept entries from the Akron, Canton, Cleveland, Lima, Mansfield, Toledo, Youngstown, Ohio; Erie, Pennsylvania; Bloomington, Fort Wayne, Indianapolis, Muncie and West Lafayette, Indiana areas. The presentation of these awards is intended to be an incentive for the continued pursuit of excellence for those working in the television and similar industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements in television.

ELIGIBILITY:

Traditional entries must have been produced for the Chapter's designated awards area and must have had their first broadcast or cablecast 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). Advanced Media entries must have been intended for consumption and be 'of interest' to a regional audience, even though internet and portable content may be viewed around the world! It is advised that broadband content intended for a *wider* audience (a national audience) be submitted for consideration in the Academy's national competitions.

Pornographic, violent, defamatory or offensive material is not accepted. The ruling of the Awards Committee is final and absolute. No entry may be submitted to more than one Chapter's awards. Entries must be submitted as originally shown. There may not be any post-broadcast changes, except as noted in the category descriptions.

EXCEPTIONS TO THE 50% RULE:

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. The treatment of a local community issue by a super station that is directed specifically to those living inside the station's home market maintains its eligibility in regional Emmy® Award competitions.
3. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
4. Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc, "Best Of," Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
5. Advanced Media entries that can be seen worldwide via web or portable delivery are eligible for regional competition if they were primarily intended for consumption in the Chapter's designated awards area.

PROGRAM LENGTH COMMERCIALS (INFOMERCIALS) AND CLOSED CIRCUIT PROGRAMS ARE NOT ELIGIBLE:

To be eligible entries must have been distributed to the general public via broadcast, cablecast, or broadband by a television station, a cable company, satellite, internet, portable device or similar distribution system.

MEMBERSHIP:

Membership in The National Academy of Television Arts and Sciences is not required to enter the Emmy® Awards.

ORIGINAL MATERIAL:

At least two-thirds of a program 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 an original program. Entrants must identify all non-original material, including its location in the program.

Advanced Media entries must be original work designed for broadband distribution or portable delivery, and must be submitted as originally posted. Pre-purposed or re-purposed material originally produced for traditional media is not eligible. If such material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the otherwise produced programming.

LANGUAGE OTHER THAN ENGLISH:

Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

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 a DVD with English subtitles or with English on a second audio channel, a précis or English transcript.

JUDGING PROCEDURE:

Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than **6** judges who shall be certified as peers. No more than **4** 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 and do not compete against each other. 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 REQUIREMENTS:

The success of the Emmy® Awards process depends on the willingness of qualified professionals to serve as judges. Peers in another television market 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.

ENTRY ERRORS AND OMISSIONS:

The National Academy of Television Arts and 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. The National Academy shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition.

ENTRY FORMAT - BROADCAST/CABLE:

Entries will be accepted on DVD only. The readability of a DVD is the responsibility of the entrant. DVDs that cannot be 'read' cannot be judged and entry fees will **not** be refunded. It is recommended that you view on a late model consumer DVD player before submitting entry. The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and 'compatibility tested' on a different DVD player than the one used to burn the entry.
- Brand-name disks are recommended.
- Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker to legibly PRINT identifying marks on the disk. Ink jet or laser printing that can be applied directly to the DVD face (printable media) is acceptable.
- Use a clear sleeve or case.
- One entry per DVD.

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

ENTRY DEADLINE: FRIDAY, FEBRUARY 20, 2009

40th Annual Emmy Awards CALL FOR ENTRIES

RULES & PROCEDURES

ENTRY FORMAT - ADVANCED MEDIA:

Entries should be submitted on TWO CD-R, DVD-R, or URL. Entries must be screened in their native format (compression rate, frame rate, etc) as originally produced, so that peer judges can simulate the original viewing experience. Video content should be submitted in formats compatible with the following players:

- Quick Time version 6 or better
- RealPlayer version 10 or better
- Windows Media Player version 9 or better
- Adobe Flash version 9 or better

A one page written description must accompany each entry submission.

DVD-R / CD-R MUST BE LABELED WITH THE FOLLOWING INFORMATION:

- Category Number
- Entry Title
- Station/Production Company
- Exact Running Time of Submission

AWARDS OWNERSHIP:

Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and the National Television Academy, even if an employer pays entry fees. Stations, studios and production companies may contact the chapter to order duplicate statues for public display at their place of business.

WHO RECEIVES THE AWARD?

Individuals such as producers, crafts persons and other statue eligible entrants, as listed on the entry, receive the Emmy® statuette, except where noted. Individuals directly involved with the nominated or winning entry, but not listed on the entry form, may order production certificates or plaques.

CRAFTS ACHIEVEMENTS:

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.

PROMOTION:

Emmy® winners may refer in advertising and publicity to the fact that they are an Emmy® recipient and, for one year after the award was bestowed may use a replica of the Emmy® statuette in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

ENTRY RESTRICTIONS:

A program or segment entry may be submitted only once with the exception of the individual achievement categories. A specific craft credit on a specific entry may be entered only once regardless of category. Composites are now specified with limits in craft categories. While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. The elements within a composite are to be "as aired" (no internal edits) and are to be edited back to back (straight edits) with no other postproduction work such as music or special effects. 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.

**ELIGIBILITY PERIOD:
JANUARY 1 - DECEMBER 31, 2008**

ENTRY PROCEDURE:

All entrants must submit via the NATAS on-line entry forms, available at www.nataslgl.org, along with the applicable fee, via the shopping cart function, and forward **two (2) DVD-R or CD-R disks**, marked with the entry information to the NATAS address below.

Entries must be submitted as aired with no additional material added or deleted from the DVD/CD.

DVD/CDs must be clearly marked in permanent marker with Category Number, Entry Title, Station/Production Company, Exact Running Time of Submission.

All commercial matter must be edited out leaving 2-5 seconds of black between segments. Duplicate DVD/CDs must be supplied when an entry has been entered in more than one category.

All entry fees, with the exception of Student Production, are per name on the entry.

ENTRY FEES:

One (1) through eight (8) names on entry:

NATAS MEMBER	\$70 Per name
NON-MEMBER	\$145 Per name

Beyond eight entrants:

ADDITIONAL NAMES: \$150 Per name

STUDENT PRODUCTION:

\$50 Per ENTRY

ENTRIES MUST BE COMPLETED & DVDs/CDs MUST BE RECEIVED BY 5:00 P.M. EST., FRIDAY, FEBRUARY 20, 2009

Incomplete entries are subject to a \$25 reprocessing fee and/or disqualification, with forfeiture of the entry fee.

Please send all entries to:

**NATAS-LGL Emmy Entry
7650 Chippewa Road, Suite 305
Brecksville, OH 44141-2319**

**Make checks payable to NATAS-LGL.
MC, VISA, AMEX are also accepted.**

**Entry questions should be directed to
Bob Hammer, Awards Administrator at:
emmyawards@nataslgl.org**

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

ENTRY DEADLINE: FRIDAY, FEBRUARY 20, 2009

40th Annual Emmy Awards CALL FOR ENTRIES

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. For any entry designated as a series, a minimum of two reports must be included.

NEWSCAST - EVENING

- 1. MARKET 1-20**
- 2. MARKET 21-40**
- 3. MARKET 41+**

For excellence in a regularly scheduled evening 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. Time limit: 60 minutes.

NEWSCAST - MORNING/DAYTIME

- 4. MARKET 1-20**
- 5. MARKET 21-40**
- 6. MARKET 41+**

For excellence in a regularly scheduled morning/daytime 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. Time limit: 60 minutes.

WEEKEND NEWSCAST

- 7. MARKET 1-20**
- 8. MARKET 21-40**
- 9. MARKET 41+**

For excellence in a regularly scheduled 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. Time limit: 60 minutes.

- 10. INVESTIGATIVE REPORT – SINGLE STORY**
- 11. INVESTIGATIVE REPORT – SERIES**

For excellence in reporting of a community problem requiring research and investigative journalism, aired within a regularly scheduled newscast. 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). Time limit: 30 minutes.

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

12. SPOT NEWS

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

Time Limit: Limited to a single report.

Regional winners in this category are eligible, at their discretion, to compete for a plaque in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

13. BREAKING NEWS

For excellence in coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live or taped elements. Time limit: 15 minutes.

Regional winners in this category are eligible, at their discretion, to compete for a plaque in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

14. FEATURE NEWS - REPORT

15. FEATURE NEWS - SERIES

For excellence in reporting of a single feature news story or multi-part feature news series aired within a regularly scheduled newscast. Time limit 10 minutes or two complete reports, if longer for series.

16. GENERAL ASSIGNMENT – WITHIN 24 HOURS

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements. Time limit: 10 minutes.

17. GENERAL ASSIGNMENT REPORT – NO TIME LIMIT

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts, which has no time limit for its preparation. Entry may include live and/or taped elements. 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). Time limit: 10 minutes

18. 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. Elements may include segments from within or outside of a regularly scheduled newscast. A stand-alone segment from this composite may be entered in one other category. Time limit: 30 minutes

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

ENTRY DEADLINE: FRIDAY, FEBRUARY 20, 2009

40th Annual Emmy Awards CALL FOR ENTRIES

AWARD CATEGORIES

NEWS & PROGRAM SPECIALTY

The following categories are open to entries created, written, produced and broadcast/cablecast by news, public affairs, and programming personnel. 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 news 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. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

19. BUSINESS/CONSUMER

For excellence in coverage of business, finance or consumer topics in a Single Story or Series. Time limit: 10 minutes or two complete reports, if longer for series.

20. POLITICS/GOVERNMENT – SINGLE STORY

21. POLITICS/GOVERNMENT – NEWS SERIES

For excellence in coverage of political, civil, government issues or subject matter. Time limit: 10 minutes or two complete reports, if longer for series.

22. ARTS/ENTERTAINMENT PROGRAM

23. ARTS/ENTERTAINMENT SPECIAL

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts. Series entries accepted. Time limit: 30 minutes.

24. CHILDREN/YOUTH PROGRAM

25. CHILDREN/YOUTH SPECIAL

For excellence in a regularly scheduled program or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under. Series entries accepted. Time limit: 30 Minutes

26. TEEN PROGRAM/SPECIAL

For excellence in a regularly scheduled program or special that focuses on issues designed to be of specific interest to a target audience 13 to 19 years of age. Series entries accepted. Time limit: 30 minutes.

27. HEALTH/SCIENCE - SINGLE STORY

28. HEALTH/SCIENCE – NEWS SERIES

For excellence in coverage of health or science topics. Time limit: 10 minutes or two complete reports, if longer for series.

29. HEALTH/SCIENCE – PROGRAM OR SPECIAL

For excellence in a regularly scheduled program or special that focuses on health, science or medical topics or subject matter. Series entries accepted. Time limit: 30 Minutes.

30. WEATHER – NEWS WEATHERCAST

For excellence in coverage of weather in general, within a regularly scheduled news program. Time limit: 10 minutes or two complete reports, if longer for series.

31. WEATHER – NEWS FEATURE

For excellence in coverage of weather related topics or subject matter within a regularly scheduled news program. Time limit: 10 minutes or two complete reports, if longer for series.

32. SPORTS – SINGLE NEWS STORY

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit: 10 minutes.

33. SPORTS - SPORTSCAST

For excellence in coverage of sports in general, sports related topics or subject matter within a regularly scheduled news program. Time limit: 10 minutes.

34. SPORTS - PROGRAM

For excellence in a regularly scheduled daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a regularly scheduled newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Time limit: 30 minutes. (A maximum of three edits is permitted to bring longer programs to the time limit).

35. SPORTING EVENT/GAME – LIVE/UNEDITED – PROGRAM/SPECIAL

36. SPORTING EVENT/GAME – LIVE/UNEDITED – SERIES

For excellence in production of a single program, live or live-to-tape sports event or game. A composite is required and must include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. Time limit: 30 minutes.

37. SPORTS - ONE-TIME SPECIAL

For excellence in a one-time sports related special program that is not part of a regularly scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. Time limit: 30 minutes

38. HISTORIC/CULTURAL PROGRAM OR SPECIAL

For excellence in a regularly scheduled program or special that focuses on historical, cultural and/or ethnic topics or subject matter. Series entries accepted. Time limit: 30 minutes.

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

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AWARD CATEGORIES

39. SOCIETAL CONCERNS – SINGLE STORY OR NEWS SERIES

For excellence in coverage of current issues of societal concern, social ills, community or general public interest. Time limit: 10 minutes or two complete reports, if longer for series.

40. HUMAN INTEREST – SINGLE STORY OR NEWS SERIES

For excellence in coverage of stories that appeal to the human spirit. Time limit: 10 minutes or two complete reports, if longer for series.

PROGRAMMING

The following categories are open to entries created, written, produced and broadcast/cablecast by public affairs, and programming personnel. 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.

41. INFORMATIONAL/INSTRUCTIONAL – PROGRAM OR SERIES

For excellence in presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. Series entries accepted. Time limit: 30 minutes.

42. INTERVIEW/DISCUSSION – PROGRAM/SERIES OR SPECIAL

For excellence in a regularly scheduled program or special consisting of material that is at least 75% unscripted. Series entries accepted. Time limit: 30 minutes.

43. MAGAZINE PROGRAM – PROGRAM/SERIES OR SPECIAL

For excellence in a regularly scheduled program or special consisting of various segments of local interest designed to entertain and inform. Series entries accepted. Time limit: 30 minutes.

44. MAGAZINE PROGRAM – FEATURE SEGMENT

For excellence in a feature or segment from a regularly scheduled program or special consisting of various segments of local interest designed to entertain and inform. Time limit: 10 minutes

45. PUBLIC/CURRENT/COMMUNITY AFFAIRS

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest. Series entries accepted. Time limit: 30 minutes.

46. NOSTALGIA PROGRAM – PROGRAM/SPECIAL/SERIES

For excellence in a regularly scheduled program or special that focuses on "retro" or "throwback" topics of a nostalgic or historical nature such as biographies, personal tributes or sociological retrospectives. Series entries accepted. Time limit: 30 minutes.

47. SPECIAL EVENT COVERAGE (other than News or Sports)

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 70% live material. Time limit: 30 minutes.

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 locally 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 5-seconds to 2-minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included.

48. COMMUNITY/PUBLIC SERVICE (PSAs) – SINGLE SPOT OR CAMPAIGN

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

49. PROMOTION NEWS PROMO – SINGLE SPOT

For excellence in a single announcement that promote a news image, a specific story, stories or series, including sports, weather and/or a franchise story. Cannot be part of a campaign package.

50. PROMOTION NEWS PROMO – CAMPAIGN

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

51. PROMOTION – STATION IMAGE

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

52. COMMERCIAL

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. Spots may be between :05 and 2:00 in length. Program length commercials (infomercials) are not eligible.

ELIGIBILITY PERIOD: JANUARY 1 - DECEMBER 31, 2008

Each entry must include two DVD-R/CD-R disks clearly marked with Category Number, Entry Title, Station/Production Company, Exact Running Time of Submission.

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

ENTRY DEADLINE: FRIDAY, FEBRUARY 20, 2009

40th Annual Emmy Awards CALL FOR ENTRIES

AWARD CATEGORIES

SPECIAL ACHIEVEMENT

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry.

53. 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. Time limit: 30 minutes.

54. COMMUNITY SERVICE

For excellence in programming; whether news or non-news, involving the entire station 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 station effort, and must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Composite entries are allowed. Entry should include a one-page, written synopsis. Entry length shall not exceed 60 minutes.

55. TECHNICAL ACHIEVEMENT

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition. Entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. 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. Entries may contain a single example of the craft **or** a composite of material as originally broadcast. Time limit: 15 minutes.

While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite. Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

56. AUDIO

57. MUSICAL COMPOSITION/ARRANGEMENT

58. RESEARCH

59. DIRECTOR – LIVE OR LIVE TO TAPE

60. DIRECTOR – NEWSCAST

61. DIRECTOR – POST PRODUCTION

62. TECHNICAL DIRECTOR

63. EDITOR – NEWS

64. EDITOR – NON-NEWS

65. EDITOR – SHORT FORM (Promos, PSAs, Commercials, Opens, etc.)

66. GRAPHICS/ANIMATION - NEWS

67. GRAPHICS/ANIMATION – NON-NEWS

68. GRAPHIC ARTS – SET DESIGN

69. LIGHTING – STUDIO

70. LIGHTING – LOCATION

71. PHOTOGRAPHER - NEWS

72. PHOTOGRAPHER – NON-NEWS

73. WRITER - NEWS

74. WRITER – NON-NEWS

75. WRITER – SHORT FORM (Promos, PSAs, Commercials, Opens, etc.)

76. ON-CAMERA TALENT – NON-NEWS

77. ON-CAMERA TALENT ANCHOR – NEWS

78. ON-CAMERA TALENT ANCHOR – WEATHER

79. ON-CAMERA TALENT ANCHOR – SPORTS

80. ON-CAMERA TALENT – COMMENTATOR/EDITORIALIST

81. ON-CAMERA TALENT – REPORTER

STUDENT PRODUCTION

A plaque is awarded in this area for excellence in a program or segment produced and executed by students at a university, college or technical/vocational school during the eligibility year. Entry must be signed by a professor/teacher. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate. Time limit: 30 minutes.

82. STUDENT PRODUCTION

ADVANCED MEDIA CATEGORIES

OUTSTANDING ACHIEVEMENT IN CONTENT FOR BROADBAND AND PORTABLE DELIVERY

Awards will be given in recognition of editorial content and video production creativity in original material intended for a regional audience and created primarily for consumption on non-traditional viewing platforms such as computers, mobile phones, PDAs and similar devices. Judges will give significant weight to the entrant's utilization of advanced media capabilities, (i.e. interactivity, and viewers' choice of images), when determining award-worthy entries.

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

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AWARD CATEGORIES

Examples of potential submissions may be (but not limited to) vodcasts, podcasts, webcasts, video blogs, web-site programs including journalistic reporting, event coverage or event analysis, mobisodes, video-on-demand content and any other form of material delivered over an IP network or platform like wireless, broadband or VOD. Repurposed material from television or cablecast programs is not eligible.

One award, more than one award, or no award may be given to the person(s) directly responsible for the content and execution of the program or segment. Content directors, managing editors, writers, editors, graphic artists, video editors, directors, photographers, hosts, moderators, anchors, reporters, assignment editors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Enter 15 minutes of complete program or compilation not to exceed 15 minutes.

83. NEWS PROGRAMMING

For excellence in coverage of news in general, news related topics or subject matter

84. SPORTS

For excellence in coverage of sports in general, sports related topics or subject matter

85. BUSINESS / CONSUMER / FINANCIAL

For excellence in coverage of business, finance or consumer topics.

ADVANCED MEDIA CRAFTS

One award, more than one award, or no award is given for excellence in a specific discipline demonstrating these skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally posted. While craft entrants may submit more than one entry per craft discipline, only one of those entries may be a composite

86. WRITER /PRODUCER



ENTRY PROCEDURE:

All entrants must submit via the NATAS on-line entry forms, available at www.nataskgl.org, along with the applicable fee, via the shopping cart function, and forward **two (2) DVD-R or CD-R disks**, marked with the entry information to the NATAS address below.

Entries must be submitted as aired with no additional material added or deleted from the DVD/CD.

DVD/CDs must be clearly marked in permanent marker with Category Number, Entry Title, Station/Production Company, Exact Running Time of Submission.

All commercial matter must be edited out leaving 2-5 seconds of black between segments. Duplicate DVD/CDs must be supplied when an entry has been entered in more than one category.

All entry fees, with the exception of Student Production, are per name on the entry.

Entry Fees:

One (1) through eight (8) names on entry:

NATAS MEMBER	\$70 Per name
NON-MEMBER	\$145 Per name

Beyond eight entrants:

ADDITIONAL NAMES:	\$150 Per name
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STUDENT PRODUCTION:	\$50 Per ENTRY
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ENTRIES MUST BE COMPLETED & DVD/CDs MUST BE RECEIVED BY 5:00 P.M. EST., FRIDAY, FEBRUARY 20, 2009

Incomplete entries are subject to a \$25 reprocessing fee and/or disqualification, with forfeiture of the entry fee.

Please send all entries to:

NATAS-LGL Emmy Entry
7650 Chippewa Road, Suite 305
Brecksville, OH 44141-2319

Make checks payable to NATAS-LGL.
MC, VISA, AMEX are also accepted.

Entry questions should be directed to
Bob Hammer, Awards Administrator at:
emmyawards@nataskgl.org

INCLUDE TWO (2) DVD-R OR CD-R DISKS WITH EACH ENTRY

ENTRY DEADLINE: FRIDAY, FEBRUARY 20, 2009