



Entry Period:
January 1st 2009-December 31, 2009

Entry Deadline 5pm
Wednesday, February 10, 2010

Nomination Announced
Wednesday, May 6, 2010

Awards Gala
Saturday, June 5, 2010

2009 Call for Entries Emmy® 2009 32nd ANNUAL EMMY® AWARDS

NEWS PROGRAMMING & NEWS GATHERING

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.

Note: Unless otherwise indicated in the category description, program entries (categories 3-27) may be entered in only one programming category.

NEWSCASTS

1. Newscast - Daytime

For excellence in a regularly scheduled daily 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.**

2. Newscast – Evening

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.**

3. 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 and online content.

Time limit: 15 minutes.

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: 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.

4. 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, including those presented online. A stand-alone segment from this composite may be entered in one other category. **Time limit: 30 minutes**

COMMENT: The wording has been changed to reflect that it is coverage with a number of reports not just over a period of time. Also, change has been made to indicate that the coverage is of one story. This would be considered a producer’s entry and not a station entry since it is one story coverage.

5. Investigative Report

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.**

Note: 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.

6. Feature News Report

- A. Light Feature**
- B. Serious Feature**

For excellence in reporting of a single feature news story or topic aired within a regularly scheduled newscast. **Time limit 10 minutes.**

NEWS & 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 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.

7. Arts/Entertainment

For excellence in a regularly scheduled program, series or special that focuses on general entertainment, variety or visual and performing arts. **Time limit: 30 minutes.**

8. Business/Consumer

For excellence in a regularly scheduled program, series or special that focuses on business, finance, consumer affairs or economic topics. **Time limit: 30 minutes.**

9. Children/Youth/Teens

A. News Feature

For excellence in coverage of issues designed to be of specific interest and value to a target audience 12 years of age and under (children/youth) or 13 and older (teens).

Time limit: 10 minutes.

B. Program/Special

For excellence in a regularly scheduled program, series or special that focuses on subjects designed to be of specific interest to a target audience 12 years of age and under (children/youth) or 13 and older (teens). **Time limit: 30 minutes.**

10. Education/Schools

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on schools, teaching or education. **Time limit: 10 minutes.**

11. Environment

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on environmental impact issues, topics or subject matter. **Time limit: 10 minutes.**

12. Health/Science

A. News Feature

For excellence in coverage of health, science, medical topics or subject matter. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a regularly scheduled program, series or special that focuses on health, science, medical topics or subject matter. **Time limit: 30 minutes.**

13. Historic/Cultural

A. News Feature

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a regularly scheduled program, series or special that focuses on historical, cultural and/or ethnic issues or topics. **Time limit: 30 minutes.**

14. Human Interest

A. News Feature

For excellence in coverage of stories that appeal to the human spirit. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a regularly scheduled program, series or special that focuses on subject matter that appeals to the human spirit. **Time limit: 30 minutes.**

15. Politics/Government

For excellence in a regularly scheduled program, series or special that focuses on political, civil, government issues or subject matter. **Time limit: 30 minutes.**

16. Religion

For excellence in a regularly scheduled program, series or special that focuses on subject matter of a religious and/or spiritual nature. **Time limit: 30 minutes.**

17. Societal Concerns

A. News/Feature

For excellence in coverage of current issues of societal concern, social ills, community or general public interest. **Time limit: 10 minutes.**

B. Program/Special

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

18. Specialty Assignment Report

For excellence in coverage of special interest information. **Time limit: 10 minutes. Series time limit: 15 minutes.**

19. Sports

A. Sportscast

B. News Feature

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

C. Program Feature/Segment

For excellence in a feature or segment from 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. **Time limit: 10 minutes.**

D. Regularly Scheduled Daily or Weekly Program

E. Program Series

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.**

F. 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.**

20. Sporting Event/Game – Live/Unedited

A. Program/Special

B. Series

For excellence in production of a single program, special or series, 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.**

21. Weather

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

PROGRAMMING

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. A maximum of three segments/lifts is permitted to bring longer program entries to the required time limit. If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program.

22. Documentary

- A. Cultural**
- B. Historical**
- C. Topical**

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance. **Time limit 60 minutes.**

23. Interview/Discussion

For excellence in a regularly scheduled program, series or special consisting of interview/discussion material that is at least 75% unscripted. **Time limit: 30 minutes.**

24. Magazine Program

For excellence in a regularly scheduled program, series or special consisting of various stories of local interest designed to entertain and inform. **Time limit: 30 minutes.**

25. Nostalgia Program

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

26. Public/Current/Community Affairs

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

27. 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.

28. Community/Public Service (PSAs)

A. Single Spot

B. Campaign

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

29. Promotion

A. News Promo - Single Spot

B. News Promo - Image

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

C. Program – Single Spot

D. Program - Image

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

30. 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 5-seconds to 2-minutes in length. Program length commercials (infomercials) are not eligible.**

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.

31. Station Excellence

For excellence in overall station or cable/sports system operations, during the eligibility period. Entry should reflect the station or cable/sports system's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the station and involvement in the community, and any further evidence of station excellence. Entry should emphasize the quality, breadth and efficacy of a station's operations, stressing substance rather than style, and exhibit station's performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, music or special effects may be added. Entry should include a one-page, written synopsis of the station's operation, product, accomplishments and achievements. **Entry length shall not exceed 60 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 transmitted. **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. Elements of the composite may not be separately entered as individual craft entries.

Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

32. Audio

33. Craft Specialty

- A. Musical Composition/Arrangement**
- B. Makeup**

34. Director

- A. Live or Live to Tape**
- B. Newscast**
- C. Post-Production**

35. Editor

- A. Program** (Non-News)
- B. Short Form** (Promos, PSAs, Commercials, Opens, etc.)
- C. News**
- D. Sports**

36. Graphic Arts

- A. Graphics**
- B. Set Design**

37. Lighting

38. On-Camera Talent

- A. Anchor – News**
- B. Anchor – Weather**
- C. Anchor – Sports**
- D. Performer/Narrator**
- E. Program Host/Moderator**
- F. Reporter – General Assignment**

- G. Reporter – Sports
- H. Sports Play-by Play

39. Photographer

- A. Program (Non-News)
- B. News

40. Writer

- A. Program (Non-News)
- B. Short Form (Promos, PSAs, Commercials, Opens, etc.)
- C. News

STUDENT PRODUCTION (Plaque Eligible)

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 validated 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.**

41. Student Production

- A. News
- B. Non- News Programs

QUESTIONS?

If you have any questions about the EMMY® Awards or the process, please contact:

ALEX KIMBROUGH, VICE PRESIDENT OF AWARDS
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or

STACIA MOTTLEY, CHAPTER ADMINISTRATOR
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SEND ENTRIES TO:

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DEADLINE FOR ENTRIES: 5PM, Wednesday, February 10, 2010