



## AWARDS 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.

#### 1. Newscast – Morning/Daytime

- A. Markets 1 - 49
- B. Markets 50+

#### 2. Newscast – Evening

- A. Markets 1 - 49
- B. Markets 50 - 100
- C. Markets 101+

#### 3. Newscast – Weekend

- A. Markets 1 - 49
- B. Markets 50+

### NEWS GATHERING

#### 4. General Assignment Reporting

For excellence in coverage of a single or multi-part story or topic aired within a regularly scheduled newscast or newscasts. 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).

- A. Within 24 Hours
- B. No Time Limit

**Time Limit:** 10 Minutes

**Comment:** This is the basic day-in day-out news reporting for the coverage of planned events and done as planned assignments. Entries should be carefully reviewed to insure that these were assigned reports and not pitched or created reports that would fall under Feature or Special Reports



## 5. 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.

**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.

## 6. Spot News

For excellence in coverage of a single, unanticipated news event that is shot, edited and produced 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.

**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:** 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.

## 7. Investigative Report

For excellence in reporting of a community problem requiring research and investigative journalism; story or stories aired within regularly scheduled newscasts. 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.

## 8. Feature News Report

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast.

### A. Light Feature

### B. Serious Feature

**Time limit:** 10 minutes or two complete reports, if longer.



## 9. Team Coverage

For excellence by a team involved in covering multiple stories on a single subject, shot, edited, produced and aired within 24 hours in a regularly scheduled newscast. Entry may include live and/or taped elements.

**Time limit:** 15 continuous minutes.

## NEWS & PROGRAM SPECIALTY

These categories are open to entries created, written, produced and broadcast/cablecast by news, public affairs and program personnel. One award, more than one award, or no award is given to the producer(s) 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.

**Comment:** Those categories not subdivided will have entries from news and non-news programs judged collectively.

## 10. Arts/Entertainment

For excellence in work focusing on general entertainment, variety or performing arts.

### A. News Story

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### B. Program Feature

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### C. Program/Special

**Time limit:** 30 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

## 11. Business/Consumer

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

## 12. Education/Schools

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer



### **13. Health**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### **14. Science/ Environment**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### **15. Historic/Cultural**

#### **A. News Story/Feature**

#### **B. Program Story/Feature**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### **16. Politics/Government**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports from a series if longer

### **17. Religion**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### **18. Human Interest**

#### **A. News Story/Feature**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

#### **B. Program Story/Feature**

Single topic, no compilations.

**Time limit:** 10 minutes or 2 complete reports if longer

### **19. Specialty News Series**

For excellence in multi-part coverage of any of the above topics or subject matter within regularly scheduled newscasts during a given week.

**Time Limit:** 30 minutes



## 20. Specialty Program

For excellence in a regularly scheduled program (other than newscasts) or special that focuses on any of the above topics or subject matters, excluding Art and Entertainment.

**Time limit:** 30 minutes.

**Comment:** producers of long-form programs and specials not fitting into the above category may also consider entering in Programming categories #24-#28.

## 21. Sports

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

- A. Story
- B. Sportscast
- C. Feature

**Time limit:** 10 minutes or two complete reports, if longer.

## 22. 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 3 segments/lifts is permitted to bring longer program entries to the required time limit.

## 23. Sports 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.

## 24. Sporting Event/Game – Live/Unedited

For excellence in production of a single program 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. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

## 25. Weathercast



## PROGRAMMING (NON-NEWSCAST)

The following categories are open to entries created, written, produced and broadcast/cable-cast 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.

### 26. Documentary

#### A. Cultural

#### B. Historical

**Time limit:** 60 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

**Comment:** Documentaries and other long-form programs not fitting into the above categories might be entered in Category #20-Specialty Program, or #29-Public/Current/Community Affairs.

### 27. Interview/Discussion

For excellence in a regularly scheduled program or special consisting of material that is at least 75% unscripted.

**Time limit:** 30 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

### 28. Magazine Program

For excellence in a regularly scheduled program or special consisting of various segments of local interest designed to entertain and inform.

**Time limit:** 30 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

### 29. Public/Current/Community Affairs

#### A. Story/Feature

For excellence in feature/segment from a regularly scheduled program that focuses on current issues of politics, government, societal concerns, social ills, community, economic and business issues, or general public interest. Single story from non-newscast program.

**Time limit:** The maximum length of this sub-category is 10 minutes.

#### B. Program/Special

For excellence in a regularly scheduled program (non-newscast), or special, that focuses on current issues of politics, government, societal concerns, social ills, community, economic and business issues, or general public interest.

**Time limit:** The maximum length for the program/special sub-category is 30 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.



### 30. Informational/Instructional

For excellence in presentation of programs whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects.

**Time limit:** 30 minutes. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

## 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. Program length commercials (infomercials) are not eligible. For a campaign, a maximum of three spots may be entered.

### 31. Community/Public Service (PSAs)

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

### 32. Promotion

#### A. News Promo - Single Spot

#### B. News Promo - Campaign Image

**Time limit:** 5 minutes

#### C. Image Promo – Single Spot (Non-News)

(32-C is 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.)

### 33. Commercial

#### A. Single Spot

#### B. Campaign

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the local market.

**Time limit:** Spots may be between :05 and 2:00 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.

### 34. Station Excellence

For excellence in overall station operations during the eligibility period. Entry should reflect the station'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.

**Time limit:** Entry length shall not exceed 60 minutes.

### 35. News Excellence

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. 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.

**Time limit:** Entry length shall not exceed 60 minutes.

### 36. 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.

**Time limit:** 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 television discipline demonstrating the skills of one or more individuals. Submit 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 who supervise craftpersons.

### 37. Audio

### 38. Musical Composition/Arrangement

### 39. Director

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

### 40. Editor

- A. Program/Program Feature
- B. Spot Length (Promo, PSA, Commercial)
- C. News - Within 24 Hours
- D. News - No Time Limit
- E. Sports

### 41. Graphic Arts

- A. Graphics - Program/News
- B. Animation
- C. Art Direction/Set Design  
(42C is for work not covered by 42A – 42B)

### 42. Lighting



### 43. On-Camera Talent

- A. Anchor – News
- B. Anchor – Weather
- C. Anchor – Sports
- D. Performer/Host
- E. Sports Announcer

### 44. Photographer

- A. Program
- B. Spot Length (Promo, PSA, Commercial)
- C. News - Within 24 Hours
- D. News - No Time Limit
- E. Sports – (Single Camera Only)

### 45. Writer

- A. Program/Program Feature
- B. Spot Length (Promo, PSA, Commercial)
- C. News

## ADVANCED MEDIA

Awards will be given in recognition of editorial content and video production creativity in original material 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.

Examples may be, but are 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.

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.

**Time limit:** 15 minutes of complete program or compilation not to exceed 15 minutes.

### 46. Arts/Entertainment

For excellence in a program or special that focuses on general entertainment, variety or performing arts.



## 47. Informational/Instructional

For excellence in presentation of stories whose prime purpose is to be instructional, to teach formally or informally about a range of subjects.

## 48. Public/Current/Community Affairs

For excellence in a program or special that focuses on current issues of societal concerns, social ills, community or general public interest.

**Comment:** Material must be produced for distribution primarily in the Mid-America designated awards area.

Entries must be original work designed for broadband distribution. Repurposed material originally produced for traditional media is not eligible. If some repurposed material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the previously produced programming. All entries must be posted for the first time during the eligibility period. No entry may be submitted to another chapter's awards. If, in the opinion of the peer judging panel, an entry is submitted in an inappropriate awards category, it will be referred to the Awards Committee which reserves the right to change the category in which any entry is to be judged; or to disqualify the entry.

"Video" in advanced media categories is meant to include all forms of motion media without respect to playback format.

## 49. Interactivity

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a program created primarily for consumption on non-traditional viewing platforms, including but not limited to, live over-the air broadcasts or cablecasts, video sharing, video blogs, discussion boards, online forums, instant web polls, live-to-tape telephone responses, man on the street kiosk recorders and other media.

This is NOT an award for "best website," but may include the use of a website in a program. The combination of these content-enhancing extensions must demonstrably engage the viewer synchronously or in a manner that is integral to the content of the associated program.

Submission must include a video presentation of the original program AND synchronous media IF the appearance and value of such is not obvious during the program. If the judging panel can benefit by visiting a website that will be current and relevant during the judging period, provide an appropriate web address. If the appropriate web site is not available during the judging period, the entry must include a video clip that represents its significant contribution to the interactive program. The entry may be accompanied by a written description of no more than 200 words explaining the enriching media experience of the interactive media effort.

**Time limit:** 15 minutes.



## STUDENT PRODUCTION (PLAQUE ELIGIBLE)

### 50. 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. Entries must be submitted on DVD. 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.

**Comment:** Entries need not have been broadcast to be eligible for award.