



THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES
MID-AMERICA CHAPTER

**MID-AMERICA STUDENT TELEVISION AWARDS FOR EXCELLENCE
RULEBOOK FOR 2012**

Eligibility Period: APRIL 1, 2012 to MARCH 31, 2012

Entry Deadline: APRIL 2, 2012

The Mid-America Student Television Award encourages the pursuit of excellence in video production and focuses public attention on outstanding achievements produced by high school students.

RULES AND ELIGIBILITY

- All entries must have been **originally produced within the Mid-America Region** in the period of time from April 1, 2011 to March 31, 2012.
- **Faculty involvement** can only be advisory.
- 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.
- Entries must be **submitted as they were originally produced**, but need not have been telecast, cablecast or webcast.
- There **may not be any post-production changes** to the entry, except edits for time, as noted on the category descriptions that follow.
- A **composite is a sampling of segments or elements** of a production that can represent the production to a panel of judges. This sampling conveys the scope, breath and/or range of the production. A demo reel is not a composite. A straight lift from a production can be a sampling, but there must be no editing within the lift.
- An entry may be submitted by any student who is currently enrolled in high school and should be approved by the school, after school or school-related program where the work was produced. Alternatively, the high school or after school program at public access facilities, or community arts centers may enter work produced by its enrolled students thereby verifying the submission as the student's own.
- There is a limit of three entries that a school or after school program may submit in each category.
- Projects may be entered in more than one category (for example, an entry may be eligible for entry in both Writing and Long Form.)
- Nominees and winners will be announced in May 2012.
- The Award (an engraved glass pillar) will be presented to the sponsoring high school, after school program, or producing organization at the EMMY GALA on September 22 in KC. Duplicate awards (glass pillars) with individual student names will be available for purchase at a cost of \$125. Honorable Mention entries may order a curved glass commemorative plaque at a cost of \$125.
- Entries will be judged by seasoned television professionals. 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.
- Up to two student names will be listed on the award pillar. If more than two students worked on the production, the pillar will state the program name and "Staff".

- Schools and student award recipients may refer to the fact that they are recipients or nominees of a Mid-America Student Television Award for Excellence, but may not use the EMMY name or replica of the EMMY statuette in any form of advertising or promotion.
- The Mid-America Chapter of The National Academy of Television Arts and Sciences assumes no responsibility for the errors or omissions made by entries or individuals in the submission of entries pursuant to this notice. Entrants are urged to read this Rulebook and follow its instructions carefully. The Mid-America Chapter assumes no responsibility for the accuracy of information contained in a submission. Entrants are solely responsible for submitting correct information pertaining to the submission.
- The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry. The Mid-America Chapter of The National Academy of Television Arts and Sciences reserves the right to corroborate any information on an entry form, to combine duplicate entries, or to disqualify an entry. All entries are subject to approval by the Mid-America Chapter.
- All submitting entities and/or individuals are advised to review submissions with respect to correct name, credits and other information.
- The Mid-America Chapter 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. Pornographic, violent, defamatory or offensive material and/or language is not accepted. The ruling of the Chapter is final and absolute.
- Submission of the entry to the Mid-America Student Television Awards for Excellence constitutes permission for the Mid-America Chapter of The National Academy of Television Arts and Sciences to telecast or screen the entry and to webcast the entry, or portions of the entry,
- Use of copyrighted material: Copyright is “the right to control copying”. Published material including songs, videos, graphics, pictures and movies are copyrighted. The article at <http://www.videomaker.com/article/14261/>, written by Mark Levy, an attorney who specializes in intellectual property law, says, “If your work is for educational purposes, then use of copyrighted material falls under the “Fair Use” provision, which allows reasonable use of copyrighted work, without permission, for research, criticism, or education. A notice at the beginning or end of your production giving credit to copyright owners for their work is usually sufficient. Be aware, however, that not citing sources, or attempting to pass off copyrighted material as your own work, is not considered ‘fair use’. It is plagiarism and can result in harsh penalties.” Any submission containing plagiarized content will not be accepted.
- Entries in English will be judged by English-speaking peers. Entries in Spanish will be judged by Spanish-speaking peers. 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.