

2017 ROCKY MOUNTAIN
SOUTHWEST CHAPTER

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES



**HIGH SCHOOL STUDENT
AWARDS FOR EXCELLENCE**

CALL FOR ENTRIES

Eligibility Window: June 1, 2016-May 31, 2017

Call Window: May 1, 2017-June 11, 2017

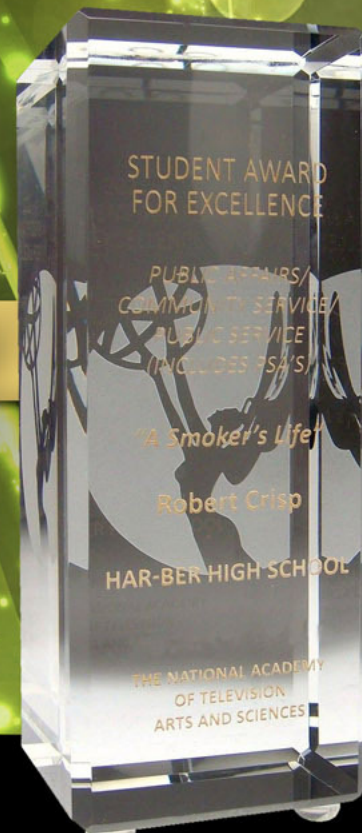


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STUDENT ACHIEVEMENT AWARDS

STUDENT MEMBERSHIP

NATAS HAS NO STUDENT CHAPTERS, but it does offer student memberships to college and university students.

STUDENT AWARDS

STUDENTS LISTED ON THE entry form for Student Achievement Awards must have been enrolled in an accredited high school or college within the Chapter boundaries at the time of production and completion of his/her piece within the eligibility period.

NATAS 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.

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES PRESENTS THE NATAS STUDENT PRODUCTION AWARD STANDARD RULES AND REGULATIONS

PURPOSE

TO RECOGNIZE OUTSTANDING student achievements in production by conferring awards of merit in the chapter's designated award 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.

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ELIGIBILITY

1. Programs or program segments conceived, produced and executed by students at an accredited high school within the Chapter's designated award area 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 as of the entry deadline.
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. Entries must be submitted as they were originally transmitted.
11. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
12. There is no limit to the number of entries a school may submit in each category.
13. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
14. 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 entries fees as an active NATAS member (or non-member). The student is then prohibited from entering subsequent student production categories with other classmates.

Student award recipients from any NATAS Chapters’ high school or college competitions may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion for their recognition.

INTENTIONAL FALSIFICATION

THE STUDENT ADVISOR WARRANTS that they are the party most responsible for verifying the eligibility requirements have been met. The intentional falsification of production credits or entry credits may be the basis for disqualification.

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.

JUDGING AND EVALUATION

PROGRAMS ARE JUDGED on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points). Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student’s faculty advisor.

FEES

WHILE A FEE TO COVER administrative expenses may be charged, there may be no individual student entry fees. While the NATAS offers student memberships as non-voting members of their Chapters, membership is not a requirement for advisors or entrants.

ENTRY SUBMISSIONS

THE SCHOOL WHERE THE WORK was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

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.

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.

AWARDS

A CRYSTAL PILLAR IS AWARDED to school for entries validated by a professor or teacher. Students responsible for the production, as specified in writing by the school, will each receive a certificate.

NOTE: Regional NATAS high school recipients will automatically advance to a national competition. Those honorees will be announced at a live event to be in the fall of 2017. For more information visit our website: <http://emmyonline.com/nationalstudent>

RESTRICTION ON THE USE OF 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.

CHAPTER RULES AND REGULATIONS

CHAPTER BOUNDARIES (DESIGNATED AWARDS AREA)

THE ROCKY MOUNTAIN SOUTHWEST REGION encompasses television markets in Arizona, Utah, and New Mexico and El Centro, CA.

ELIGIBILITY PERIOD

ENTRIES MUST HAVE BEEN PRODUCED in the Rocky Mountain Southwest Region during the eligibility period of June 1, 2016 – May 31, 2017.

ENTRY DEADLINE

JUNE 11, 2017



HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS

- The new online system provides everything you need to enter. The entry forms, upload instructions for online judging, payment forms, and membership forms are all available on the site. With our new uploading of entries, you do not have to create DVDs, make copies of the entry form, or ship anything to us.
- Credit card payments are processed through the secure site Authorize.net, and a receipt is automatically sent to you.
- To enter, please go to http://natasstudentawards.org/entry_login.php?c=2&a=0
- Then upload your entry at http://natasstudentawards.org/video_upload.php?c=2
- You will need your entry number when you upload.
- Please e-mail lara.gates@rockymountainemmy.org if you have any problems.

ENTRY UPLOAD FORMAT

SUPPORTED FORMATS:

Here is a list of video formats we do support:

- **WMV (WMV, WMV2, MSMPEG, VC-1)**
- **MOV (Sorenson Video 3, H263, H264, animation) (Certain MOV files have audio encoded such that they cannot be transcoded without loss of sync with the video)**
- **MPEG4 (mp4, 3ivx, DivX, Xvid, H264)**
- **FLV (VP6 and Sorenson Spark)**
- **DV and DVCPro**
- **3GP (mobile phones)**
- **MPEG1 and MPEG2**
- **AVI (Indeo, Cinepak, Motion JPEG, MPEG)**
- **F4V (H264)**

Since we use the FFmpeg framework for transcoding videos, all other formats supported

by FFmpeg can be uploaded too.

NOT SUPPORTED:

A few formats we occasionally encounter, but are NOT supported are:

- **Quicktime (MOV) files that use the Apple ProRes codec (part of Final Cut). This codec also produces extremely large files. We advise to do a rough export from Final Cut Pro.**
- **Quicktime (MOV) files that actually only contain a raw DV stream (some DV cameras export these). Export these files using either raw DV or H264/AAC Quicktime.**
- **Quicktime (MOV) files with 24-bit audio.**
- **DRM protected files from Microsoft (WMV) or the iTunes Store (M4V, MOV).**
- **CSS encrypted DVD images (VOB).**
- **WMV videos using the MSS2 video codec**

REVIEW RECOMMENDED SPECIFICATIONS FOR DETAILED INFORMATION REGARDING PREPARATION OF YOUR VIDEO FOR UPLOAD. ALL ENTRIES WILL BE ARCHIVED BY THE CHAPTER.

PAYMENTS

HANDLING FEES MADE ONLINE made online are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail.

DEADLINE FOR ENTRIES

ONLINE ENTRY FORMS MUST BE completed and entries uploaded no later than June 11, 2017. The earlier you upload, the easier it will be to allow time for adjustments and problems. Please make a genuine effort to start early to avoid getting caught in a pipeline jam.

UPLOADING YOUR VIDEO

PLEASE FOLLOW THE STEPS BELOW. NOTE: YOU CAN ONLY UPLOAD ONE VIDEO ENTRY AT A TIME.

STEP 1: VERIFY THE ENTRY YOU WILL BE UPLOADING

Make sure you have your e-mail Copy of your Entry. This is where you will reference your Entry ID number and submitter's e-mail. Both are **ESSENTIAL** to begin the uploading process. The e-mail also includes a link to upload your video if needed.

ON THIS FIRST PAGE YOU NEED TO:

- **Select the entry category from the drop down box.**
- **Enter the ENTRY ID Number**

EXAMPLE: H-02-04 – H-02 is the category and 04 is the entry number.

- **Enter your e-mail address that you provided on the entry form.**
- **Select Box that you agree to the terms of uploading video.**

STEP 2: REVIEW VIDEO FILE UPLOAD INFORMATION

After reading through the instructions on the page and confirming your entry information in the box at the bottom, click on Proceed to Upload Video.

- Select your video from your computer files by Browsing, be sure that you are uploading the correct file type.
 - Click on **UPLOAD**
-

The Screen will change to show a status bar indicating where the video is in the upload process. Wait for video to upload. Depending on the size of your file it should only take a couple of minutes, however, the longer the entry, the longer the upload process.

IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE. DO NOT REFRESH THE PAGE OR CLICK THE “BACK” BUTTON ON YOUR BROWSER. IF YOU DO SO, YOU WILL NEED TO RE-START THE UPLOAD PROCESS.

VIDEO ENCODING IN-PROGRESS

- Once uploaded, the screen will change for encoding. The status will indicate “processing” until the video is “ready.” (This process will take on average about 2 minutes for each minute of video to complete the 2 encodings but can take considerably longer if the server has a backlog of encoding.)
 - You can keep your browser open while the video is processing; or, you can use the link at the bottom of the page to monitor the encoding process (a new tab/page will open in your browser); or, you can close your browser at this point and return later to finish the approval process.
 - When the status shows “ready,” click on the thumbnail or “click here to play video” link to play the video. Watch all the way through. What you see is what the judges will see. *If the link does not appear, there was an encoding problem.
 - After watching your video, click on the “Approve or Disapprove Video” link.
-

STEP 3: COMPLETE THE UPLOAD

- If the video uploaded and played properly and you approve, select Approve. **CLICK FINISH.**
 - If you do not approve- select “Reject and Delete.” Your video will be deleted and you can upload your video entry again.
 - You have 3 opportunities to upload and approve your video. Once approved, or you’ve uploaded your video 3 times, you will not be able to upload again.
 - Please contact the office at 602-345-1532 to have options reset so you can complete the process.
-

IMPORTANT: YOUR VIDEO IS NOT AVAILABLE TO THE JUDGES UNTIL YOU APPROVE IT!

YOU WILL RECEIVE AN E-MAIL CONFIRMATION ONCE YOU HAVE COMPLETED THE UPLOAD AND APPROVED YOUR VIDEO. YOUR ENTRY IS NOW READY TO BE JUDGED.

CATEGORIES

HIGH SCHOOL STUDENT PRODUCTION 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. 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-04. 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-05. MUSIC VIDEO

For outstanding achievement in replication, reinterpretation or original material in a music video. Judges will evaluate content, creativity and execution. **TIME LIMIT: 5 MINUTES**

H-08. LONG FORM - FICTION

For outstanding achievement in a presentation of a long-form treatment of a single fictional subject. Dramatizations or student originated soap operas or plays are permitted. 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. If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

H-09. LONG FORM - NON-FICTION

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

H-10. SPORTS

For outstanding achievement in a presentation or compilation of up to three unedited pieces of sports news and information. 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-13. PUBLIC SERVICE (PSAS)

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-15. COMMERCIAL

For outstanding achievement in commercial production advertising a product, business or service that is conceived, written, created and produced for a class/school project. **SPOTS MAY BE 5-SECONDS TO 5-MINUTES IN LENGTH.**

HIGH SCHOOL STUDENT PRODUCTION

CRAFTS CATEGORIES

H-18. DIRECTOR

For outstanding achievement in directing 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.**

H-19. 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 transmitted. **TIME LIMIT: 15 MINUTES.**

H-20. 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 transmitted. **TIME LIMIT: 15 MINUTES.**

H-21. TALENT

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 transmitted. **TIME LIMIT: 15 MINUTES.**

H-22. VIDEO ESSAY (SINGLE CAMERA ONLY)

For outstanding achievement by a single individual covering a single or multi-part news story or program. The video essay creator is the photojournalist and editor, weaving together elements captured in the field to tell the story without a reporter or professional talent track. Entry may not be entered in any other craft or program category. **TIME LIMIT: 15 MINUTES.**

H-23. WRITING

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 score. 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.**