



39<sup>h</sup> Annual  
Northern California Area  
**EMMY® AWARDS**  
**CATEGORIES**



***For Outstanding Achievement In:***

**Special Achievement: Station Awards**

*See fee schedule based on market size on page 4.*

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.

**1. 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.**

**2. 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 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. **Entry length shall not exceed 60 minutes.**

**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. A maximum of three edits are permitted to bring longer programs to the stated entry time limits. **For Categories 3-4 only, the Market Sizes are defined as follows:**

**Larger Market** - Stations licensed to San Francisco, Oakland, San Jose, and Sacramento including Non-English and cable broadcasts in these market areas.

**Medium Market** - Stations licensed to Fresno and the state of Hawaii, including Non-English and cable broadcasts in these market areas.

**Smaller Market** - Stations licensed to Chico/Redding, Eureka, Salinas/Monterey, Santa Rosa and Reno, Nevada, including Non-English and cable broadcasts in these market areas.

### 3. Newscast-Daytime (12a-5p)

- A. Larger Market
- B. Medium Market
- C. Smaller Market

For excellence in a regularly scheduled daytime newscast as aired between 12am and 5pm. 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.**

### 4. Newscast-Evening (5p-12a)

- A. Larger Market
- B. Medium Market
- C. Smaller Market

For excellence in a regularly scheduled evening newscast, as aired between 5pm and 12am. 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.**

### 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 and online content. **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.*

### 6. General Assignment Report

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.**

### 7. 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**

### 8. 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.**

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

### 9. Feature News Report

For excellence in reporting of a single or multi-part feature news story or topic aired within a regularly scheduled newscast. **Time limit 10 minutes. Series time limit: 15 minutes.**

- A. Light Feature
- B. Light Series
- C. Serious Feature
- D. Serious Series

## 10. Specialty Assignment Report

For excellence in coverage of special interest information that consist of regularly scheduled, on-going segments involving specialized reporting expertise (e.g., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.). **Time limit 10 minutes. Series time limit: 15 minutes.**

## News and 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 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.**

## 11. Documentary

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.**

## 12. Arts/Entertainment

### A. Program Feature/Segment

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on general entertainment, variety or visual and performing arts. **Time limit: 10 minutes.**

### B. Program/Special

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.**

## 13. Informational/Instructional

### A. Program Feature/Segment

For excellence in a feature or segment from a presentation of stories whose prime purpose is to be instructional; to teach formally or informally about a subject. **Time limit: 10 minutes.**

### B. Program/Special

For excellence in presentation of stories from a regularly scheduled program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. **Time limit: 30 minutes.**

## 14. Historic/Cultural

### A. Program Feature/Segment

For excellence in a feature or segment from a regularly scheduled program, series or special that focuses on 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.**

## 15. Sports

### A. 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.**

### B. Regularly Scheduled – Daily or Weekly 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.**

## 16. Sporting Event/Game – Live/Unedited (Program/Special or 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.**

## 17. Public/Current/Community Affairs

### A. Feature/Segment

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

## 18. Interview/Discussion

### A. Feature/Segment

For excellence in a feature or segment from a regularly scheduled program, series or special consisting of interview/discussion material that is at least 75% unscripted. **Time limit: 10 minutes.**

### B. Program/Special

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.**

## 19. Interactivity

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a traditional broadcast/cablecast program. The interactive components include, but are not limited to, the traditional broadcast/cablecast program, such as: 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. 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. 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: 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.

### 20. 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.

### 21. Promotion

#### A. News Promo – Single Spot

#### B. News Promo – Campaign

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 – Campaign

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.

### 22. Commercial (Single Spot or Campaign)

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.**

## 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.

### 23. On-Camera Talent

#### A. Anchor-News

#### B. Anchor-Sports

#### C. Anchor-Weather

#### D. News Reporter

#### E. Sports Play-by-Play/Analyst

#### F. Program Host/Moderator/Reporter

### 24. Director (Live/Live to Tape/Post Production)

- 25. **Writer**
  - A. News
  - B. Program
  
- 26. **Photographer**
  - A. News - Within 24 Hours
  - B. News - No Time Limit
  - C. Program (Non News)
  
- 27. **Editor**
  - A. News - Within 24 Hours
  - B. News - No Time Limit
  - C. Program (Non News)
  
- 28. **Graphic Arts**
  - A. Graphics and Animation - News
  - B. Graphics and Animation - Program
  - C. Set Design
  
- 29. **Musical Composition/Arrangement**

**30. 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.**

**REMEMBER**

COMPLETE ENTRY FORMS ONLINE at [www.emmysf.tv](http://www.emmysf.tv)

*All entries must be submitted only as DVD video .*

**Two DVDs are required for each entry.**

*Please be sure to label your DVDs with the following:  
Category Number, Category Title, Entrant, Station/Organization, Total Running Time*

Updated: 11/12/09