THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

SAN FRANCISCO
NORTHERN CALIFORNIA CHAPTER

REGIONAL HIGH SCHOOL STUDENT TELEVISION AWARDS FOR EXCELLENCE

STUDENT PRODUCTION AWARDS
The National Academy of Television Arts & Sciences

Eligibility Period: March 1, 2017 – February 28, 2018

Entry Deadline: March 15, 2018

PURPOSE: To recognize outstanding student achievements in production by conferring awards of merit in the San Francisco/Northern California 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 high school students.

1. Programs or program segments conceived, produced and executed by students at a 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.

Each entry requires an accompanying processing fee of $25 payable via Visa, Mastercard, American Express, Discovery or check. This fee is Non-Refundable. Payments made online through NATAS Student Production Awards Express are processed through the secure server authorize.net, and an automatic receipt will be sent by e-mail.
(Mail checks to NATAS SF/NorCal, 4317 Camden Avenue San Mateo, CA 94403-5007)

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.
Complete a "New User Account" **http://natasstudentawards.org/entry_process_request_account.php?c=7**

Complete your entry form **http://natasstudentawards.org/entry_login.php?c=7**

Then upload your video at **http://natasstudentawards.org/video_upload_step1.php**

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 the 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 scheduled in the fall of 2017. For more information visit our website: http://emmyonline.org/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.

REGIONAL STUDENT TELEVISION AWARDS FOR EXCELLENCE CATEGORIES

PROGRAMMING CATEGORIES

Note: The same material may not be entered in more than one programming category.

101. 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**

102. News: General Assignment – Serious News
103. News: General Assignment – Light News
For outstanding reporting achievement in a presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. 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 individual report. **Time Limit: 10 minutes**

104. 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**.

105. 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**

106. Short Form - Fiction
For outstanding achievement in a presentation of a short-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: Up to 10 minutes**.

107. Short Form - Non-Fiction

For outstanding achievement in a presentation of a short-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: Up to 10 minutes.**

108. 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.

109. 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.

110. 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**

111. Sports - Live Event

For outstanding achievement in the production of a live or live-to-tape sports event or game. A composite is required and may 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.**

112. Sports Program

For outstanding achievement in a daily or weekly sports program or sports series. Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a 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 PSA's, interstitials or commercials. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 30 minutes.** If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry to time.

113. 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.**

114. Public Affairs/Community Service

For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: 10 minutes**.

115. 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.**

CRAFTS CATEGORIES

116. Animation/Graphics/Special Effects

For outstanding achievement in animation, graphics, and/or special effects 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.**

117. Audio/Sound

For outstanding achievement in audio or sound design 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.**

118. 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.**

119. 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.**

120. 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.**

121. 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.**

122. 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.**

123. 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 winner. 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.**

ENTRY FORMAT:

Complete your entry form at:
http://natasstudentawards.org/entry_login.php?c=7
You will need to complete a "New User" form before you can fill out entry form.

Then upload your video at:
http://natasstudentawards.org/video_upload.php?c=7
You will need your entry number to complete this step.

There are many different video containers, codecs and formats out there. These add up to literally thousands of different combinations. While we do our best to support as many formats as possible, we simply cannot ensure that any uploaded video will work.

SUPPORTED FORMATS:

The system supports nearly any format for uploading including:

- MP4, WMV, MOV*, 3GP, AVI, FLV
  Some MOV files contain additional features like edit lists that often result in audio-video sync issues.

BEFORE you can upload your Student Video, you must do the following:

1. **SUBMIT** your entry (the "paperwork" part) using NATAS Student Awards:
http://natasstudentawards.org/entry_login.php?c=7

2. **PREPARE** your video for uploading
Review the the Valid Video Formats and Video Encoding Guidelines by clicking on the appropriate link in the Resources Column on the right side of this page.

Once you have submitted your entry and prepared the video for upload, you can upload your video to NATAS Student Awards.

Video Upload "Step-by-Step"
You can access the video upload page through the UPLOAD VIDEO link on your account dashboard or through the link included at the bottom of the entry confirmation email.
*NOTE: You can only upload 1 video entry at a time.

STEP 1: VERIFY THE ENTRY YOU WILL BE UPLOADING
You will need your **Entry ID number** and the **submitter's email address**. Both are ESSENTIAL to begin the uploading process.
This information can be found in the Stuident Awards **- *Email Copy of the Entry*** that was sent to you after submitting the entry.
If you did not receive the email, you can access it - as well as any entry information - from the **ACCESS EMAIL** link after logging in to your Student account: http://natasstudentawards.org/entry_login.php?c=7
The information is also available through the REVIEW SUBMITTED link on your account's dashboard.

On this first page you need to:
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- Select the entry category from the drop down box.
- Enter the ENTRY ID Number (refer to your - Email Copy of the Student Entry)
  EXAMPLE: 51-06. 51 is the category, 06 is the entry id#.
- Enter the **submitter's** email address that was 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.***

STEP 3: 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 and your internet connection, the upload may only take a couple of minutes or, for larger files, could take 30 minutes or more. The larger the file, the longer the upload process.
  IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE.

  Video Encoding In-Progress

  Once uploaded, the screen will change for encoding. The status will indicate "processing" until the video is "ready." (It will take on average about 2 minutes for each minute of video to complete this process but it 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. Check both video and audio.
  *If the link does not appear, there was an encoding problem.

  After watching your video, click on the "**Approve or Disapprove Video**" link

Step 4: 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: office@emmysf.tv 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 email confirmation once you have completed the upload and approved your video. Your entry is now ready to be judged.

Thank you for submitting your entry for consideration in the San Francisco/Northern California Student Awards. Good luck

ALL ENTRIES WILL BE ARCHIVED BY THE CHAPTER.

QUESTIONS:
Darryl Compton, Executive Director, **darryl@mmysf.tv**, 650-341-7786.
Keith Sanders, Education Chair, **tvsanders1@gmail.com**, (408) 828-7277.