

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES  
48<sup>th</sup> Annual Northern California Area Emmy® Awards 2018-2019



## ENGLISH CATEGORIES

**Note: Separate category numbers for Spanish entries**

*For Outstanding Achievement In ENGLISH:*

### Special Achievement Award

One award, more than one award, or no award is given **only** to the primary recipients listed on the category. Others who may have contributed to the content and execution of the material presented in the entry may purchase plaques to commemorate their participation.

#### 1. Overall Excellence/News Excellence

**Awarded to the President/General Manager & News Director only** for excellence in the overall & news operations of a television station, news/sports cable system or online media outlet, during the eligibility period. Entry should reflect the organization's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the organization and involvement in the community, and any further evidence of excellence. Entry should emphasize the quality, breadth and efficacy of the organization's operations, stressing substance rather than style, and exhibit performance in sustaining excellence throughout the eligibility year. Exempt from the five segment composite limits, but the entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements. *(Note: This category is exempt from "double-dipping & composite" rules.)* **Entry length shall not exceed 30 minutes.**

### News Programming

One award, more than one award, or no award 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. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry. For any entry designated as a series, a minimum of two reports must be included. A maximum of three segment/lifts is permitted to bring longer program entries to the required time limit.

For Categories 2-4 **only**, the Market Sizes are defined as follows:

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

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

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

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

### A. Larger Markets

### B. Medium Markets

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.**

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

### A. Larger Markets

### B. Medium Markets

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.**

## 4. Newscast-Smaller Markets

For excellence in a regularly scheduled daytime or evening newscast for smaller markets only. 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. Entry may include multiple live or taped elements and online content. **Time limit: 15 minutes.** *(Note: This category is exempt from the composite rule.)*

*Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.*

## 6. General Assignment Report *(Note: limited to 24 hours)*

For excellence in coverage of a single news story or topic which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements and online content.

**Time limit: 10 minutes.** *(Note: Entries should not include feature stories or investigative reports.)*

## 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, but exempt from composite five-lift rule. *(Note: entries including montages will be disqualified.)* **Time limit: 30 minutes**

### A. Within 24 Hours

All reports included are from one news story and all aired within a 24-hour period.

### B. No Time Limit

At least three segments should be entered to show the overall coverage of one news story over a longer period of time.

## 8. Investigative Report

For excellence in reporting of a community problem requiring research and investigative journalism. 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).** *(Note: By definition, investigative stories include but are not limited to newsgathering techniques such as undercover or hidden camera video, public records requests or data-based journalism.)*

**A. Single Story Time limit: 10 minutes**

**B. Series Time limit: 30 minutes**

*Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar 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.

**A. Light Feature Time limit: 10 minutes.**

**B. Light Series Time limit: 15 minutes.**

**C. Serious Feature Time limit: 10 minutes.**

**D. Serious Series Time limit: 15 minutes.**

## 10. Specialty Assignment Report

For excellence in coverage of special interest information that consists of on-going segments involving specialized reporting expertise (e.g., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.). Submit three examples of your specialty. **Time limit: 15 minutes.**

## 11. News Special Program

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of current topic. **Time Limit: 60 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. For non-news program entries, the entry may only contain content from one episode of the series, not multiple installments. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

Program Specialty Categories 12-23 are not intended for stories that are investigative in nature. Stories that include investigative newsgathering techniques like undercover or hidden camera video, public records requests or data-based journalism, and stories that are produced by a member of an investigative team may be considered investigative in nature.

Program Specialty Categories 12-23 are also not intended for sports reports. Reports that include coverage of athletics, that aired in a daily or weekly sports program or newscast, or as part of a sports special, may be considered sports stories.

An entrant may petition the Awards Committee to allow them to enter an investigative or sports story in a program specialty category. However, the entrant must explain why the story should not be entered in one of the designated News Programming or Sports categories

For example, a story may have been branded investigative by the station supers, but a reporter may petition the committee for an exception explaining that they did not use any investigative resources to produce the story.

Or, a sports reporter who covered a sidebar lifestyle or historical story may petition the committee for an exception explaining that the story was not specific to athletes and is more relevant to another category.

## 12. 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.**

### A. Cultural/Historical

### B. Topical

## 13. Arts/Entertainment

### A. Feature/Segment

For excellence in a feature or segment from a program or special of general entertainment, variety or visual and performing arts. **Time limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special of general entertainment, variety or visual and performing arts. **Time limit: 30 minutes.**

## 14. Informational/Instructional

### A. 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 program or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects. **Time limit: 30 minutes.**

## 15. Lifestyle

### A. Feature/Segment

For excellence in a feature or segment from a program or special that deals with everyday life subjects; such as, food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. **Time Limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special that deals with everyday life subjects; such as food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. **Time Limit: 30 minutes.**

## 16. Historic/Cultural

### A. Feature/Segment

For excellence in a feature or segment from a program or special that covers historical, cultural and/or ethnic issues or topics. **Time limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special that covers historical, cultural and/or ethnic issues or topics. **Time limit: 30 minutes.**

## 17. Human Interest (New Category)

### A. Feature/Segment

For excellence in a feature or segment from a program or special that covers subject matter that appeals to the human spirit. **Time Limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special that covers subject matter that appeals to the human spirit. **Time Limit: 30 minutes.**

## 18. Public/Current/Community Affairs

### A. Feature/Segment

For excellence in a feature or segment from a program or special on general public interest or concern, especially those dealing with current community, social or political issues.

**Time Limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special on general public interest or concern, especially those dealing with current community, social or political issues. **Time Limit: 30 minutes.**

## 19. Interview/Discussion

This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera.

### A. Feature/Segment

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

### B. Program/Special

For excellence in a program or special consisting of interview/discussion material that is at least 75% unscripted. **Time limit: 30 minutes.**

## 20. Health/Science/Environment

### A. Feature/Segment

For excellence in a feature or segment from a program or special that covers health, science, medical topics, environmental impact issues or subject matter. **Time limit: 10 minutes.**

### B. Program/Special

For excellence in a program or special that covers health, science, medical topics, environmental impact issues or subject matter. **Time limit: 30 minutes.**

## 21. Technology *(Note: Combine Segment and Program/Special)*

For excellence in a feature or segment from a program or special that covers the technology industry and the application of this knowledge for practical results. **Time Limit: 10 minutes.** Or for excellence in a program or special that covers the technology industry and the application of this knowledge for practical results. **Time Limit: 30 minutes.**

## 22. Special Event Coverage

For excellence in coverage of one-time only, anticipated community, entertainment or sports event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material, with no post edits.

**Time limit: 30 minutes.**

## 23. Sports

### A. News Feature/Segment (New Category)

For excellence in coverage of sports in general, sports related topics or sports news program. **Time Limit: 10 minutes. Series Time Limit: 15 minutes.**

### B. Program Feature/Segment

For excellence in a feature or segment on a sports topic (non-news). **Time limit: 10 minutes.**

### C. Daily or Weekly Program

For excellence in a daily or weekly sports program or sports series (non-news). 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 commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time limit: 30 minutes.**

#### D. One-Time Special

For excellence in a one-time sports related special program that is not part of a daily or weekly sports program, game or series. Entry may be live or recorded live. Entry should have no post edits except for the removal of commercials. **Time limit: 30 minutes.**

#### E. Sports Game–Live/Unedited (Program)

For excellence in production of a single program or series, (live or recorded live) sports event or game. No post edits. A composite (from one episode or game) 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.**

### 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 5-minutes in length.** Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included **which are edited together for a single video upload.**

#### 24. 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.

#### 25. Promotion

##### A. Single Spot (*includes same day spots*) (Note: News and Program combined)

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. Or for excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

##### B. Campaign (*series of spots, news, programming or station image*)

#### 26. 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 5-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. Each entry 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 craft persons, not those that supervise craft persons.

**Composites: You must list your segments (Title, Air Date, & TRT) in the remarks section of the entry form.** (Recommend three to five segments for a composite) **NO MONTAGES**, allow one-two seconds of black between *segments*.

Once an element appears in a composite or as a craft example, the entrant may not submit it again, either in the craft category or in the news/program categories when listed as performing the same job function

## 27. Talent

This is a live performance category. Entries should not be a ‘sizzle reel’. Complete reports recommended. Maximum of five direct lifts allowed in composite, with no other internal editing.

### A. Anchor-News

Entry should reflect anchoring either in studio or the field. It should not include reporting packages, including so-called “anchor packs.”

### A. Anchor-Weather

Entry should reflect weather anchoring either in studio or the field. It should not include *packages* about the weather, or about weather conditions.

### C. Reporter-General Assignment (Changed Category)

For excellence in the specialized skills of reporting daily general assignment news stories.

### D. Reporter–Specialty Assignment (New Category)

For reporters producing coverage of special interest information that consists of feature reporting, investigative reporting, or specialized reporting (e.g., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.).

### E. Sports-Anchor/Reporter

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

### G. Program Host/Moderator/Reporter

## 28. Director Live/Recorded Live

*(PL track may be included on 2<sup>nd</sup> channel.)*

## 29. Writer *(Recommend the script be attached.)*

### A. News

### B. Program

## 30. Photographer

### A. News-Within 24 Hours

### B. News-No Time Limit

### C. Program

## 31. Editor

### A. News

### B. Program

## 32. Video Journalist

For excellence by a cross-discipline individual, serving as photojournalist, editor, talent, and writer; covering a single or multi-part story or topic. Entry may not be entered in any other craft category. Complete reports recommended

### A. Within 24 Hours

### B. No Time Limit

Updated: 1/2/19

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## CHANGES FOR 2018-19

1. **Composites** - Minimum of two and no more than five (5) representative segments/reports Recommend three.
2. **Journalist Enterprise** – deleted
3. **Documentary (Spanish)** - deleted
4. **Continuing Education (Spanish)** Within 24 hours and no time limit combined
5. **Human Interest** – Feature/Segment, Program/Special – New Category
6. **Talent Reporter** - Now two Categories: General Assignment, Specialty Assignment

## REMINDER NOTES

1. **Entry Form:**  
Please use Upper and Lower Case when filling out your entry form and membership application. The name you use on your membership application will show on your entry forms.
2. **Region:**  
We are accepting entries from the **U.S. Territory of Guam.**
3. **Entry Quota:**  
There is a maximum quota of 12 eligible names allowed per entry without further written permission. Any additional names will require a written request from the primary entrant detailing how the additional entrants specifically contributed to the Emmy®-worthiness of the entry.
4. **Judging Requirement:**  
By entering, all entrants agree to be peer judges for categories submitted from other NATAS chapters. Members who do not judge within a 24-month period will forfeit their member discount and will be



required to pay the full non-member Emmy® entry fee for each entry they submit until they serve as a judge.

**5. Video Upload:**

The person filling out the entry form is responsible for the video upload.

**6. Deadline:**

A \$25 processing fee will be added to all fees not paid by the end of the grace period.

**7. Montages:**

No Montages are allowed. Segments must be separated by one to two seconds of black.

**8. Composites:**

You must list your segments (Title, Air Date, & TRT) in the remarks section of the entry form. (LIMIT FIVE) Must be edited into one entry with black between cuts. (MAXIMUM SEGMENTS FIVE)

**9. Double-Dipping:**

No single entry may be submitted in its entirety in more than one programming category. An entrant cannot enter the same content in more than one category.

Individual segments or stories that aired as part of a multi-part program or series on the same subject may be entered in only one category. An entrant cannot enter individual stories from that series in different categories. Content produced as both a multi-part series and a full-length program may be entered only once, regardless of the amount of new material added.

Content produced as a single report that later aired as part of a longer program or special may be entered only once. An entrant may not enter a single story in one category and also enter a longer program or special that includes that story in another category.

**a. Double-Dip Exception 1: Craft Categories**

An individual can only be recognized once for the same job function, utilizing the same program content. However, craft persons (photographer, editor, reporter, writer, etc.) who also preformed another role on a specific entry (i.e. producer) may submit the entry in the programming category and again in their respective craft category as long as the second entry specifies a different job function.

This exception does not apply to the Video Journalist categories because those entrants are performing multiple roles and being recognized for this expertise. However, as an option, they could enter each specific craft they performed individually instead of collectively.

**b. Double-Dip Exception 2: Overall Excellence/News Excellence, and Newscasts**

Content that is included in these categories could be entered in a second category, but not in its entirety. To be eligible for this exception in the newscast categories, the same entrant cannot be listed on the newscast entry and then use the same material and enter in another programming category.

**10. Appropriate Categories For Content:**

Content must be entered in appropriate categories. For instance, an investigative report cannot be entered in the Lifestyle category, nor can a sports report be entered in Arts and Entertainment. The Awards Committee has the authority to disqualify or move an entry submitted in an inappropriate category.

**11. Program Specialty Categories:**

Program Specialty Categories 12-20 (English) and Categories 63-73 (Spanish) are not intended for stories that are investigative in nature or sport reports. An entrant may petition the Awards Committee to allow them to enter an investigative or sports story in a program specialty category. However, the

entrant will have to explain why the story should not be entered in one of the designated News Programming or Sports categories.

Stories that include investigative newsgathering techniques like undercover or hidden camera video, public records requests or data-based journalism, and stories that are produced by a member of an investigative team may be considered investigative in nature.

Reports that include coverage of athletics, that aired in a daily or weekly sports program or newscast; or as part of a sports special, may be considered sports stories.

**12. Category Changes**

You may change the category of an entry until Friday, January 25, 2019. There is a \$25 processing fee.

**13. Refunds** are subject to a \$25 processing fee.

**14. Video Uploads** – If your video does not upload on the first try you must logout and click the “Clear Session” button on the login screen.

**15. Call for Entries Changes for 2019-20:** Requests for change to the Call for Entries i.e. adding or deleting categories, rules and definitions must be submitted to the Awards Committee by July 1, 2019.

E-mail: [emmy@emmysf.tv](mailto:emmy@emmysf.tv)

**Need help / Questions:** [darryl@emmysf.tv](mailto:darryl@emmysf.tv)      **650-341-7786**

**Entry Deadline: Friday, January 11, 2019**

**Deadline to Upload Entry to JW Platform: Friday, January 18, 2019**

*Updated: 1/2/19*