

Eligibility Period: Jan. 1 - Dec. 31, 2020

CALL FOR  
ENTRIES

Entry Deadline:  
Friday, Jan. 8

EMMY® 2021

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## ENGLISH CATEGORIES

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## SPECIAL ACHIEVEMENT AWARDS

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One award, more than one award or no award is given **only** to the primary recipient listed on each 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 and/or News Director only for excellence in the overall 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 and 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 excerpt and 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. Time limit: 30 minutes.

*NOTE: This category is exempt from double-dipping rules.*

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# NEWS CONTENT

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News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities.

Producers should be the primary entrants for these categories. 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.

## NEWSCASTS

For excellence in a regularly scheduled newscast. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Post edits are not permitted except for the removal of commercials. For newscasts that exceed the 30 minute category time limit entrant may submit up to 3 excerpts. Time Limit: 30 minutes.

2. **Daytime Newscast (12am-5pm)**
  - A. **Larger Markets** (8,20)
  - B. **Medium Markets** (54,67)
3. **Evening Newscast (5pm-12am)**
  - A. **Larger Markets** (8,20)
  - B. **Medium Markets** (54,67)
4. **Newscast-Smaller Markets** (104,124,132,193, & Guam)

## NEWS GATHERING

### 5. **Daily News Report (single shift) - New**

For excellence in coverage of a single news story or topic which is shot, edited and aired within one work shift. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Time Limit: 10 minutes.

*NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.*

### 6. **Hard News Report (no time limit) - New**

For excellence in coverage of a single hard news story or topic which has no time limit for its preparation. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Time Limit: 10 minutes.

*NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.*

## **7. Breaking or Spot News**

### **A. Single Report**

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry must be one continuous report as originally broadcast or streamed. Entry may include live or taped elements or a combination of both.

Time Limit: 15 minutes.

### **B. Multiple Reports**

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry should be a composite of at least two (2) reports on the same topic - as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Entry may include live or taped elements and online video content. Time Limit: 30 minutes.

*NOTE: 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 – Breaking News.*

## **8. Continuing Coverage**

For excellence in coverage of a single, evolving news topic through an extended number of reports distributed over a time period exceeding 24 hours. Entries will be judged in part on story advancement. Entry should be a composite of at least two (2) reports as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Time Limit: 30 minutes

*NOTE: Continuing coverage entries typically consist of an establishing report followed up by additional reports that show how the story has evolved and changed with new revelations or sidebar stories over a longer period of time, such as days, weeks or months.*

## **9. Investigative**

### **A. Single Report**

For excellence in a single report focused on 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, which may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form. Time limit: 15 minutes.

### **B. Multiple Reports**

For excellence in a series of reports covering one investigation focused on a specific 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, which

may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form and a minimum of two (2) reports. Time Limit: 30 minutes.

*NOTE: 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 Investigative Report.*

## **10. News Feature**

For excellence in reporting of feature news stories or topics. Features are generally defined as stories that have a personal, emotional or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story. Multiple Report entries may include either several reports on the same feature topic, or several reports from an ongoing branded feature news series and must include a minimum of two (2) and no more than five (5) reports.

Single Report Time Limit: 10 minutes. Multiple Report Time Limit: 15 minutes.

- A. Light Feature (Single Report)**
- B. Light Feature (Multiple Reports)**
- C. Serious Feature (Single Report)**
- D. Serious Feature (Multiple Reports)**

## **11. News Special**

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of a current topic.

Time Limit: 60 minutes.

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# **SPECIALTY CONTENT**

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Producers should be the primary entrants for Specialty Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

News content is only eligible in the appropriate News subcategories.

For single News and Short Form Content entries, the original video and submission length must not exceed 10 minutes.

For Long Form Content entries, the original video must be longer than 10 minutes. Submission length may not exceed 30 minutes. No more than three (3) excerpts may be used to bring longer content to the 30-minute time limit. Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

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.

## **12. Arts/Entertainment**

For excellence in news or journalistic coverage of general entertainment, variety or visual and performing arts. Or excellence in content about general entertainment, variety or visual and performing arts.

- A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)  
(If series, up to 15 minutes, two to five segments)**
- B. Long Form Content (longer than 10 minutes)**

## **13. Business/Consumer - New**

For excellence in news or journalistic coverage of business, finance, consumer affairs or economic topics. Or for excellence in content about business, finance, consumer affairs or economic topics.

- A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)  
If series, up to 15 minutes, two to five segments)**
- B. Long Form Content (longer than 10 minutes)**

## **14. Education/Schools - New**

For excellence in news or journalistic coverage of schools, teaching or education related topics.

- A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)  
(If series, up to 15 minutes, two to five segments)**
- B. Long Form Content (longer than 10 minutes)**

## **15. Environment/Science - Split**

For excellence in news or journalistic coverage of environmental impact issues, science or related topics or for excellence in content about environmental impact issues, science or related topics.

- A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)  
(If series, up to 15 minutes, two to five segments)**
- B. Long Form Content (longer than 10 minutes)**

## **16. Health/Medical - Split**

For excellence in news or journalistic coverage of health or medical related topics or for excellence in content about health or medical related topics.

- A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)  
(If series, up to 15 minutes, two to five segments)**
- B. Long Form Content (longer than 10 minutes)**

## 17. Historical/Cultural

For excellence in news or journalistic coverage about historical or cultural related topics. Or for excellence in content about historical or cultural related topics.

**A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)**

**(If series, up to 15 minutes, two to five segments)**

**B. Long Form Content (longer than 10 minutes)**

## 18. Human Interest

For excellence in news or journalistic coverage of stories that appeal to the human spirit. Or for excellence in content that appeals to the human spirit.

**A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)**

**(If series, up to 15 minutes, two to five segments)**

**B. Long Form Content (longer than 10 minutes)**

## 19. Lifestyle

For excellence in news or journalistic content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs. Or for excellence in content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.

**A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)**

**(If series, up to 15 minutes, two to five segments)**

**B. Long Form Content (longer than 10 minutes)**

## 20. Politics/Government/Societal Concerns - **New**

For excellence in news or journalistic coverage of political, civil or government related topics or for excellence in content about political, civil or government related topics. Or for excellence in news or journalistic coverage of current issues of societal concern, community or immediate public interest or for excellence in content about current issues of societal concern, community or immediate public interest.

**A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)**

**(If series, up to 15 minutes, two to five segments)**

**B. Long Form Content (longer than 10 minutes)**

## 21. Technology - **New**

For excellence in news or journalistic coverage of technology industry stories and related topics. Or for excellence in content about technology industry stories and related topics.

**A. News (single shift/no time limit) and Short Form Content (up to 10 minutes)**

**(If series, up to 15 minutes, two to five segments)**

**B. Long Form Content (longer than 10 minutes)**

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# SPORTS CONTENT

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Producers should be the primary entrants for Sports Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Sports News content is only eligible in the appropriate News subcategories.

For Short Form Content and Sportscast entries, the original video must not exceed 10 minutes.

For Long Form Content and Program entries, the original video must be longer than 10 minutes and submission length may not exceed 30 minutes (exception: Sports Documentary). No more than three (3) excerpts may be included to bring longer content to the 30-minute time limit (exceptions: Sports - One-Time Special and Sporting Event/Game Live Broadcast.) Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

## **22. Sports Story-Feature**

For excellence in news or journalistic coverage of sports, athletes, coaches and other related topics.

### **A. News Feature**

For excellence in content about sports, athletes, coaches and other related topics. This category is intended for features, segments and other storytelling vehicles of varying lengths and NOT for traditional 30 or 60-minute programs or newscast

### **B. Short Form Content (up to 10 minutes) Or Long Form Content (longer than 10 minutes)**

## **23. Sports Program – Live or Post-Produced**

For excellence in a sports program or series that is live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast, including but not limited to pregame and postgame shows surrounding live sporting events. Entry may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may not have post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. OR

**Sports-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, recorded live or post-produced. Entry should have no post edits except for the removal of commercials. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute time limit. OR

**Sports Interview-Discussion** - For excellence in content consisting of sports interview/discussion content that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and interviewee(s) are visible on camera and engaged in discussion.

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# PROGRAM CONTENT

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Producers should be the primary entrants for Program Content categories. 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.

Unless otherwise noted, the time limit for any program or long form content category is 30 minutes. A maximum of three (3) segments/excerpts is permitted to bring longer programs to the required entry time limit. For program or long-form series entries, the entry must include excerpts from at least two (2) episodes from the series.

## **24. 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**

## **25. Public Affairs Program**

For excellence in a program or series that focuses on current community, social or political issues that are of general public interest or concern. Time limit: 30 minutes. (single program or series)

## **26. Informational/Instructional**

For excellence in content whose purpose is to be instructional; to teach formally or informally about a subject.

**A. Short Form Content (up to 10 minutes)**

**B. Long Form Content (longer than 10 minutes)**

## **27. Interview/Discussion**

For excellence in content that consists of interview/discussion material that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera and engaged in discussion.

**A. Short Form Content (up to 10 minutes)**

**B. Long Form Content (longer than 10 minutes)**



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## SPOT ANNOUNCEMENTS

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For excellence in promotional, commercial or public service announcements. Entries must be regionally conceived, produced and distributed. 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**, except for the Promotional Trailer category. If a campaign is entered, a maximum of five (5) spots may be included which are edited together for a single video upload. If a campaign is entered, no spots from that same campaign may be submitted in a single-spot category.

### **28. Public Service Announcement (single sport or campaign)**

For excellence in announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or organizations.

### **29. Promotion**

For excellence in announcements that promote news departments within television stations, newspapers or online news reporting entities and/or content produced by those entities. This includes promotion of or teases for specific news stories, breaking news or weather, sports content within newscasts, news specials, news image and on-air news/weather/sports anchors and reporters. Or For excellence in announcements that promote content produced outside the news department. This includes spots that promote a broader station/company image as well as regionally produced spots for network, local and/or syndicated programming.

#### **A. Promotion (Single Spot)**

#### **B. Promotional Campaign**

### **30. 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. Program length commercials (infomercials) are not eligible.

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## CRAFT ACHIEVEMENT

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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 distributed. 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 in the same craft category. Craft awards are intended for hands-on craft persons, not those who supervise craft persons. Time Limit: 15 minutes (unless otherwise indicated.)

### 31. Talent

For Anchor categories only: A segment is an excerpt from a news program (newscast, news special, breaking news, etc.) with the material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment can include material from only ONE news program: think of this as "five segments equals five changes of clothing" rule. Entrants may not cherry-pick short segments from various points throughout the program and edit those together; that would be a montage. It's allowed, but not required, for the co-anchor's and reporters' video to be edited out of a segment. Anchor entries may include examples of studio anchoring, field anchoring, specials, breaking, etc., but NOT reporter packages (if an anchor also does reporter packages, they must enter those in one of the reporter categories.)

- A. Anchor – News
- B. Anchor – Weather
- C. Anchor or Reporter – Sports
- D. Reporter – Daily News
- E. Reporter – Specialty Assignment
- F. Program Host/Moderator/Correspondent

### 32. Live News Producer - **New**

Enter a composite not to exceed 30 minutes. Material entered in this category cannot be entered by the same entrant in any News Content categories.

### 33. Writer

*NOTE: Script preferred for all writer categories.*

- A. News
- B. Short Form Content (under 10 minutes) – Or long Form Content (longer than 10 minutes)

### 34. Director

- A. Live or Recorded Live (PL Track is Preferred)
- B. Short Form Content (under 10 minutes) – Or Long Form Content (longer than 10 minutes; Post-Produced) - **New**

### 35. Editor

- A. News - Single Shift - Or News - No Production Time Limit
- B. Short Form Content (under 10 minutes) – or Long Form Content (longer than 10 minutes)

### 36. Photographer

- A. News - Single Shift - Or News - No Production Time Limit
- B. Short Form Content (under 10 minutes) – or Long Form Content (longer than 10 minutes)

### **37. 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.

**A. Single Shift**

**B. No Production Time Limit**