



ENGLISH CONTEST CATEGORIES

SPECIAL ACHIEVEMENT AWARD

A statuette is awarded **only** to the eligible recipient(s) in 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.

An entry submitted in a Special Achievement category may not be duplicated in its entirety in any other Special Achievement category.

NOTE: One (1) second of black must be inserted between excerpts and composite elements

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. Entrants are encouraged to include community outreach and video content distributed via social media and digital platforms. 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. The news submission 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. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually distributed. 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 and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. Entry Time limit: 30 minutes.

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

NEWS CONTENT

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

The person, typically the producer, who determines the overall tone, structure, look, sound, and mission of the content should be the primary entrant for these categories. Please refer to the glossary definition of **Producer (see page 39)**. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Crafts people should submit in the appropriate craft category.

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 single News entries, the entry submission length must not exceed 15 minutes.

Multi-part News series entries are eligible and must include a minimum of two (2) but no more than five (5) separate reports from the series. Total submission time limit for News series entries may not exceed 15 minutes.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

NEWSCASTS & NEWS PROGRAMS

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

The person, typically the producer, who determines the overall tone, structure, look, sound, and mission of the content should be the primary entrant for these categories. Please refer to the glossary definition of **Producer (see page 39)**. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Crafts people should submit in the appropriate craft category.

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 single News entries, the entry submission length must not exceed 15 minutes.

Multi-part News series entries are eligible and must include a minimum of two (2) but no more than five (5) separate reports from the series. Total submission time limit for News series entries may not exceed 15 minutes.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

2. **Daytime Newscast** (12am-5pm)

A. **Larger Markets** (6, 20)

B. **Medium Markets** (55, 67)

3. **Evening Newscast** (5pm-12am)

A. **Larger Markets** (6, 20)

B. **Medium Markets** (55, 67)

4. **Newscast-Smaller Markets** (104,124,132,193, & Guam)

5. **News Special** Entry Time Limit: 60 minutes.

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.

NOTE: Regularly scheduled newscasts that focus primarily on a single topic or story, including breaking news, are not considered News Specials. While a News Special may be scheduled to air during a regular newscast time slot, the program should be intentionally produced as a separate, in-depth look at the topic.

NEWS GATHERING

6. **Daily News Report** (single shift)

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. Entry 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. **Hard News Report** (no production time limit)

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.
Entry Time Limit: 15 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.

8. **Breaking/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. Entry Time Limit: 15 minutes.

Chapter Note: This should be one separate package or live shot report by one reporter and crew. News blocks with multiple reporters should submit in Category B.

B. **Multiple Reports** Entry time limit: 30 minutes.

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. Entry may include live or taped elements and online video content. Exempt from composite and excerpt limit rules. One (1) second of black must be inserted between each excerpt or composite element.

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.

9. **Continuing Coverage** Entry time limit: 30 minutes.

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. One (1) second of black must be inserted between each excerpt or composite element.

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.

10. **Crime/Justice – News Single Shift** Entry time limit: 15 minutes **(NEW)**

For excellence in news or journalistic coverage of crime, victims, courts, or justice related topics.

11. **Investigative**

A. **Single Report** Entry time limit: 15 minutes

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.

B. **Multiple Reports** Entry time limit: 30 minutes.

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. One (1) second of black must be inserted between each excerpt or composite element.

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.

12. **News Feature** Entry time limit: 15 minutes

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 titled feature news series and must include a minimum of two (2) and no more than five (5) reports.

A. **Light Feature (Single Report)**

B. **Light Feature (Multiple Reports)**

C. **Serious Feature (Single Report)**

D. **Serious Feature (Multiple Reports)**

NEWS & PROGRAMMING CONTENT

The person, typically the producer, who determines the overall tone, structure, look, sound, and mission of the content should be the primary entrant for these categories. Please refer to the glossary definition of **Producer (see page 39)**. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Crafts people should submit in the appropriate craft category.

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 series or long form series entries, the entry must include excerpts from at least two (2) episodes from the series.

Short Form content must be submitted in its entirety as originally distributed. The original video and submission length must not exceed 15 minutes.

News content is only eligible in the appropriate News categories.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

13. **Arts/Entertainment**

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

A. News or Short Form Content (up to 15 minutes)

Entry time limit: 15 minutes

B. News or Long Form Content (longer than 15 minutes)

Entry time limit: 30 minutes

14. **Business/Consumer (Category split short/Long form)**

For excellence in content about business, finance, consumer affairs or economic topics.

A. News or Short Form Content (up to 15 minutes)

Entry time limit: 15 minutes

B. News or Long Form Content (longer than 15 minutes)

Entry time limit: 30 minutes

15. **Children/Youth/Teen** (19 and under)

For excellence in news or content coverage that is of interest and value to a target audience 19 years of age or younger.

A. News or Short Form Content (up to 15 minutes)

Entry time limit: 15 minutes

B. News or Long Form Content (longer than 15 minutes)

Entry time limit: 30 minutes

16. **Diversity/Equity/Inclusion**

For excellence in news or content coverage focused on topics including racism, discrimination, inequity, marginalized communities, and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

A. News or Short Form Content (up to 15 minutes)

Entry time limit: 15 minutes

B. News or Long Form Content (longer than 15 minutes)

Entry time limit: 30 minutes

17. **Documentary** Entry time limit: 60 minutes
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.
- A. **Cultural/Historical**
 - B. **Topical**
18. **Education/Schools**
For excellence in news or content coverage of schools, teaching or education related topics.
- A. **News or Short Form Content** (up to 15 minutes)
Entry time limit: 15 minutes
 - B. **News or Long Form Content** (longer than 15 minutes)
Entry time limit: 30 minutes
19. **Environment**
For excellence in news or content coverage of environmental impact issues, or related topics.
- A. **News or Short Form Content** (up to 15 minutes)
Entry time limit: 15 minutes
 - B. **News or Long Form Content** (longer than 15 minutes)
Entry time limit: 30 minutes
20. **Health/Medical**
For excellence in news or content coverage of health or medical related topics.
- A. **News or Short Form Content** (up to 15 minutes)
Entry time limit: 15 minutes
 - B. **News or Long Form Content** (longer than 15 minutes)
Entry time limit: 30 minutes
21. **Historical/Cultural**
For excellence in news or content coverage about historical or cultural related topics.
- A. **News or Short Form Content** (up to 15 minutes)
Entry time limit: 15 minutes
 - B. **News or Long Form Content** (longer than 15 minutes)
Entry time limit: 30 minutes
22. **Human Interest**
For excellence in news or content coverage of stories that appeal to the human spirit.
- A. **News or Short Form Content** (up to 15 minutes)
Entry time limit: 15 minutes
 - B. **News or Long Form Content** (longer than 15 minutes)
Entry time limit: 30 minutes
23. **Informational/Instructional - News or Short Form Content** (up to 15 minutes)
(long form deleted)

For excellence in news or content whose purpose is to be instructional; to teach formally or informally about a subject. Entry time limit: 15 minutes

24. Interview/Discussion

For excellence in news or 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.

NOTE: Some visual elements may supplement the interview, but entries for this category should be typically live or recorded live and not heavily post-produced.

News, Short Form Content (up to 15 minutes) OR News, Long Form Content (longer than 15 minutes).

25. Lifestyle

26. For excellence in news or journalistic content that deals with everyday life subjects such as: food preparation, recipes, home improvement, decoration, renovation, gardening, outdoors, crafts, automotive repairs or restoration, travel.

A. **News or Short Form Content** (up to 15 minutes)

Entry time limit: 15 minutes

B. **News or Long Form Content** (longer than 15 minutes)

Entry time limit: 30 minutes

26. Politics/Government

For excellence in News or content about political, civil or government related topics.

A. **News or Short Form Content** (up to 15 minutes)

Entry time limit: 15 minutes

B. **News or Long Form Content** (longer than 15 minutes)

Entry time limit: 30 minutes

27. Public Affairs Program – Single Program or Series Entry time limit: 30 minutes

For excellence in a program or series that focuses on current community, social or political issues that are of general public interest or concern.

CHAPTER NOTE: News submissions should go to Category 28, Societal Concerns

28. Societal Concerns

For excellence in news or content about current issues of societal concern, community, or immediate public interest. This category is intended for serious subject matter not already covered by other existing categories including Business/Consumerism, Education, Environment/Science, and Politics/Government.

A. **News or Short Form Content** (up to 15 minutes)

Entry time limit: 15 minutes

B. **News or Long Form Content** (longer than 15 minutes)

Entry time limit: 30 minutes

29. Science/Technology (Category split short/Long form)

For excellence in News or content about science or the technology industry stories and related topics.

A. News or Short Form Content (up to 15 minutes)

Entry time limit: 15 minutes

B. News or Long Form Content (longer than 15 minutes)

Entry time limit: 30 minutes

SPORTS CONTENT

The person, typically the producer, who determines the overall tone, structure, look, sound, and mission of the content should be the primary entrant for these categories. Please refer to the glossary definition of **Producer (see page 39)**. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Crafts people should submit in the appropriate craft category.

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

For Short Form Content and Sportscast entries, the original video must not exceed 15 minutes.

For Long Form Content and Program entries, the original video must be longer than 15 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 entry 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.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

30. Sports Story/Feature Entry time limit: 15 minutes

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

A. News (up to 15 minutes)

B. Short Form Content (up to 15 minutes)

31. Sports Program – Live or Post-Produced *Entry time limit: 30 minutes*

For excellence in a daily or weekly sports program or sports series (non-news). Entry must have, as its basis, special coverage not to be taken from a newscast. Content in these programs is post-produced and heavily edited. Entry may have no post-broadcast edits except for the removal of commercials or to bring a program a longer program to the 30-minute entry time limit. A maximum of

three (3) excerpts is permitted with one (1) second of black inserted between excerpts. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. (Single program or Series)

32. Sports – One-Time Special or Live Sporting Event/Game (New)

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 entry time limit. One (1) second of black must be inserted between excerpts.

Or for excellence in production of a single (live or recorded live) sporting event or game. A composite is required and should include examples of: Show Open, Specialty Graphics, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Exceptional Coverage and any additional material at entrant's discretion. Entry may include no more than eleven (11) excerpts to bring the entry down to the 30-minute entry time limit. One (1) second of black must be inserted between excerpts. Announcers are eligible for entries in this category, however the same material entered here cannot also be included in that announcer's craft composite. Entry time limit: 30 minutes

SPOT ANNOUNCEMENTS

The person, typically the producer, who determines the overall tone, structure, look, sound, and mission of the content should be the primary entrant for these categories. Please refer to the glossary definition of **Producer (see page 39)**. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Crafts people should submit in the appropriate craft category.

Content submitted in the Spot Announcement and Branded Content categories must be regionally conceived, produced and distributed. Submissions 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 Long Form Promotional Spot category. For campaigns, a minimum of two (2) up to a maximum of five (5) spots from the campaign should be edited together for a single video upload. One (1) second of black must be inserted between each spot. If a campaign is entered, no spots from that same campaign may be submitted in a single-spot category.

NOTE: One (1) second of black must be inserted between elements of a campaign.

33. **Public Service Announcement**

For excellence in announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or non-profit organizations. **Single Spot** *Entry Time Limit: 2 minutes* or **Campaign** *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

34. **Commercial**

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. **Single Spot** *Entry Time Limit: 2 minutes* or **Campaign** *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

35. **Promotion**

A. **Promotion - News**

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. Includes: **News Promotion – Topical** (Single Spot) NOTE: Promotes a given story or topic that will be covered in an upcoming newscast. May include cold opens and in-show teases; **News Promotion – Image** (Single Spot) NOTE: Promotes overall newsroom image or overall station image with a primary focus on news coverage or news personnel; *Entry time limit: 2 minutes*; or **News Promotion (Campaign)** *Entry time limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

B. **Promotion – Non-News or Sports**

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. Includes: **Program or Sports Promotion** (Single Spot) *Entry time limit: 2 minutes*; **Image Promotion** (Single Spot) *Entry time limit: 2 minutes* NOTE: This category is intended for non-news image promotional spots; or **Promotional Campaign** (Non-News or Sports) *Entry time limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*.

CRAFT ACHIEVEMENT

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.

Entry time limit: 15 minutes (unless otherwise indicated.)

NOTE: One (1) second of black must be inserted between elements of a composite.

36. Talent

For Anchor, Sports Analyst and Sports Play-by-Play categories only: A segment is an excerpt from a news program (newscast, news special, breaking news, live sporting event/game, etc.) with material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment may include material from only ONE program: think of this as "five segments equals five changes of clothing" rule. 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**

37. Live News Producer Entry time limit: 30 minutes

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.

38. Writer

NOTE: Script preferred for all writer categories.

- A. **News**
- B. **Content**

39. Director

For direction of a live or recorded event. For live entries, we recommend a PL track. For post-production, directing role should demonstrate expertise beyond the process of editing.

- A. **Live**
- B. **Post-Production**

40. Editor

- A. **News**
- B. **Content**

41. Photographer

- A. **News**
- B. **Content**

42. Video Essayist

For excellence by a single, cross-discipline individual telling a single or multi-part story, without a reporter, narrator, or host. The video essay creator is the photographer and editor, weaving together elements captured in the field to tell the story. Entry may not be entered in any other craft category. Composites are permitted. Single Shift or No Production Time Limit.

NOTE: No more than 10% of the video should be archival material, file footage, VNR or provided video.

43. Multi-Media Journalist

For excellence by a single, cross-discipline individual, serving as photojournalist, editor, talent, and writer (also known as an MMJ, VJ, MSJ, VS); covering a single or multi-part video story or topic intended for a news audience. Entry may not be submitted in any other craft category. Composites are permitted.

NOTE: No more than 10% of the video should be archival material, file footage, VNR or provided video. Introductory stand-ups, bridges or end tags shot by other individuals should not be included on the entry.

A. Single Shift

B. No Production Time Limit

44. Graphic Arts Entry time limit: 5 minutes

Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible. Graphics Composites may include more than 5 examples of work for up to five minutes of entry video as long as each example is separated by one second of black and there is no other post-production to the entry.

NOTE: Entry may include a before and after video to demonstrate the craft that might not be evident by only seeing the final product (ex. Removing a billboard, fixing a dent on a car bumper, adding trees to a landscape.)

45. Audio

For excellence in live or post-production recording and/or editing of audio in programming content or news. Submissions may include recordings of live music or performances, live or pre-recorded action, or post-produced audio effects.