



**NATIONAL
TELEVISION
ACADEMY**

24th Annual News & Documentary Emmy Awards

New Categories for Business and Financial Reporting

The National Academy of Television Arts and Sciences is pleased to announce four new News & Documentary Emmy Award categories honoring business and financial reporting. The competition is open to any nationally broadcast news or documentary program dealing with a business, economic or financial topic.

To be eligible a program must have first aired between July 1, 2002 and June 30, 2003, and must have been available to over 50% of national television households.

Entry instructions are provided below. For additional entry requirements and restrictions see the Rules and Procedures for the 24th Annual News & Documentary Emmy Awards, or contact David Winn, Administrator of the News & Documentary Emmy Awards, at 212-484-9424 / newsemmy@natasonline.com

The deadline for submissions is September 8, 2003. Nominations will be announced in November (tba) and the winners will be presented at a special ceremony in early December (tba)

CATEGORIES:

29) Outstanding Coverage of a Current Business News Story— This category honors outstanding reporting on a current business, financial or economic story. Entries may include breaking news and/or continuing coverage of a current business-related story, and may consist of either a single report or a series of reports on a single topic. The event covered must have occurred between July 1, 2002 and June 30, 2003. Entry tapes may run no more than 15 minutes and include no more than three as-aired excerpts.

30) Outstanding Investigative Reporting of a Business News Story – This category honors outstanding investigative reporting of a business, financial or economic story. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may include either a single report or a series of reports on a single topic. Entry tapes may run no more than 20 minutes and include no more than three as-aired excerpts.

31) Outstanding Interpretation and/or Analysis of a Business News Story--Good business reporting often stresses the reporter's analysis of a story. The emphasis in this category is on the ability, with or without graphics and file footage, to explain a current business news story in terms that the average viewer can understand. Entry tapes may run no more than 15 minutes and include no more than three as-aired excerpts.

32) Outstanding Documentary on a Business Topic--This category honors outstanding long-form programming on a business, financial or economic topic. Judges will consider the originality of the presentation as well as the importance of the subject matter. Entry tapes may run no more than one hour and include no more than three as-aired excerpts.

FEES AND ENTRY PROCEDURES

- The Fee for each entry is \$400. Entries must include a check made payable to: NATAS/News and Documentary.
- Entrants may submit as many entries as they wish, but each entry constitutes a separate submission and requires its own entry form, entry fee and entry cassette.
- Entrants must submit a fully completed entry form for each entry. The entry form must contain all requested information in order to be valid. Entry forms must be signed by the Executive Producer, or by the executive in charge of the program on which the entered material aired. In signing the form, the Executive Producer certifies that the entry is true and correct to the best of his or her knowledge, and grants NATAS permission to offer the program material to educational institutions for teaching purposes (but not for broadcast). In addition an executive with the authority to do so must grant NATAS permission to show excerpts at National Television Academy events and in any future National Television Academy broadcast. In the case of networks or groups, a single letter indicating permission for all its nominations is sufficient. Incomplete or unsigned applications may result in disqualification.
- The names of all statue-eligible entrants must be listed on the application form. If there is not enough room for all statue-eligible entrants on the original application form, include additional names on a separate sheet.
- A complete list of production credits must accompany the entry form. This list is in addition to the names of statue-eligible entrants listed on the application form itself. The list is intended to verify the titles of those eligible for statues and to indicate the names of those eligible for production certificates.
- An as-aired, VHS videotape cassette of the program to be entered, recorded at SP speed, with commercials deleted, is required (see below for cassette preparation instructions). After the nominations are announced, nominees submitting edited versions of a program or series must provide the National Television Academy with a complete copy for our archives.
- An essay of no more than one page in length explaining why the entry is Emmy-worthy is required. Below are the instructions for writing the essay:

In no more than one single-spaced page, describe your entry and explain why it is worthy of an Emmy. Your description should include:

- a. A clear explanation of the editorial and production goals of the piece
 - b. Reportorial and creative techniques used to achieve these goals
 - c. Importance of the subject matter
 - d. Impact of the program, story or report
- Entries that are in a language other than English must include either an English language voiceover, English subtitles or 10 copies of a complete English language transcript, in addition to the essay.
 - An individual or organization submitting more than one entry must include an inventory of all submissions, listing show and program or story title, entry category, total entry fees and total amount of payment.

CASSETTE PREPARATION

- VHS videotape cassettes are required for all entries. All content must be recorded at SP tape speed. Tapes recorded at EP speed will be disqualified.
- Tape running time must conform to the specifications in the category definitions listed above. Entries that run longer than the maximum running time will be disqualified. Please refer to the individual category definitions for specific running times.
- Internal editing—i.e. re-editing the content of a program so as to enhance the submission—is not allowed. All commercials must be deleted from the entry tape. Editing out commercials between continuous programming does not constitute internal editing. The entry should have a brief moment of black to indicate deletion of commercials or other non-continuous programming as in excerpts from a series.
- All cassettes must be labeled inside and out. Completed tape labels should be attached to the cassette and the cassette box. Labels are included with the entry form, and may be photocopied if additional labels are needed. You may use your own in-house labels, but they must contain all of the following information:
 1. Title of show (*i.e. Lou Dobbs Moneyline*)
 2. Title of program or story (*i.e. The Enron Investigation*)
 3. Broadcast Network
 4. Original air date of program or story
 5. Exact running time of the entry tape
 6. Name and telephone number of entrant or network contact
 7. Entry Category (*number and name, i.e. 29: Coverage of a Current Business News Story*)

- A defective cassette may be disqualified at the discretion of a NATAS official.
- Cassettes may use a single title graphic to identify a program segment, if needed. No additional audio or video material, whether descriptive, explanatory or promotional is to be included or added.
- A full mix must be included on both audio tracks.

THANK YOU FOR YOUR SUBMISSION