

THE
NATIONAL
ACADEMY OF
TELEVISION
ARTS & SCIENCES



33rd ANNUAL

NEWS
&
DOCUMENTARY
EMMY® AWARDS

RULES & PROCEDURES

Eligibility Period: **Calendar Year 2011**

Early Entry Deadline (lower entry fee): **March 1, 2012**

Final Entry Deadline: **March 29, 2012**

Send completed submissions to:

Attn: David Winn

News & Documentary Emmy® Awards

1697 Broadway, Suite 1001

New York, NY 10019

David Winn

Director, News & Documentary Emmy® Awards

212-484-9424

dwinn@emmyonline.tv

Christine Chin

Manager, News & Documentary Emmy® Awards

212-484-9452

cchin@emmyonline.tv

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

1697 Broadway, Suite 1001, New York, NY 10019

Main #: 212-586-8424 / Fax: 212-246-8129

www.emmyonline.tv

About the News and Documentary Emmy® Awards

The News & Documentary Emmy® Awards recognize outstanding achievement in news and documentary programming by conferring annual awards of merit. The awards are intended as an incentive for the continued pursuit of excellence for those working in the broadcast journalism profession.

Each year a call for entries is sent to a wide cross section of the broadcast and online news & documentary community. Entries are solicited from national broadcast news organizations, cable companies, syndicators and independent producers. Producers, Directors, Correspondents or Reporters may submit entries in categories 1-27. Individual craftspeople may submit entries in the Craft categories (categories 28-36).

Entries are screened and judged throughout the months of May and June. Entry DVDs, ballots and judging instructions are mailed to judges who have two weeks to review the entries and return their ballots. Entries are judged by panelists who are certified as peers. Each judge casts a secret ballot. Judges' votes are not shared with other judges or with members of the National Television Academy. They are sent directly to the accounting firm of Lutz and Carr for tabulation.

The nominees are announced in mid-July, and posted on the NATAS website: www.emmyonline.tv . This year's winners will be announced at the News & Documentary Emmy® Awards ceremony in early October in New York City.

Volunteer to Serve as an Emmy® Judge

Individuals with significant experience in the fields of broadcast news & documentary filmmaking at the national level are invited to serve as judges for the 33rd Annual News & Documentary Emmy® Awards.

Who qualifies to be a judge?

- Producers, Senior & Executive Producers, Directors, Reporters and Correspondents with significant experience in national News &/or Documentary reporting or production.
- Associate Producers with significant experience in national News &/or Documentary reporting or production.
- Craftspeople: writers, researchers, cinematographers and electronic camerapersons, editors, graphic designers, audio technicians, lighting directors and scenic designers.

2012 News & Documentary Emmy® judging dates:

Round 1: May 8 – May 23

Round 2: June 11- June 27

This year's News & Documentary Emmy® judging will take place at-home. Entry DVDs, ballots and judging instructions will be mailed to judges who will have two weeks to review the entries and return their ballots. Entries in the New Approaches categories will be judged online.

For more information or to apply to serve as an Emmy® judge go to www.emmyonline.tv/news/judge.html

Or contact:

David Winn

Director, News & Documentary Emmy® Awards

212-484-9424

dwinn@emmyonline.tv

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NEWS
DOCUMENTARY
EMMY® AWARDS

BROADCAST ELIGIBILITY PERIOD:

JANUARY 1 - DECEMBER 31, 2011

CALENDAR

March 1

Early deadline for entries (lower entry fee)

March 29

Final deadline for entries

May 8 - 23

First round of Emmy® judging

June 11 - 27

Second round of Emmy® judging

Mid July (TBA)

Nominations Announced at www.emmyonline.tv

October 1, 2012

News & Documentary Emmy® Awards
in New York City

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PLEASE TAKE NOTE

1. Revised Definition for Breaking News Categories. The definitions of the breaking news categories for regularly scheduled newscasts and news magazines have been revised as follows:

1 / Outstanding Coverage of a Breaking News Story in a Regularly Scheduled Newscast

This category is reserved for coverage of breaking news stories by regularly scheduled newscasts, and may include coverage of unexpected events, such as a plane crash or an earthquake; anticipated events, such as the verdict in a trial; and new and important breaking developments in an ongoing story. Entries may be drawn from a single broadcast or multiple broadcasts

6 / Outstanding Coverage of a Breaking News Story in a News Magazine

This category is reserved for coverage of breaking news stories by news magazines, and may include coverage of unexpected events, such as a plane crash or an earthquake; anticipated events, such as the verdict in a trial; and new and important breaking developments in an ongoing story. Entries may be drawn from a single broadcast or multiple broadcasts.

2. Revised categories for Editing and Cinematography. The definitions of the categories for editing and cinematography have been revised as follows:

30 / Video Journalism—News

This category is open to camera work for news coverage, and may include reports from newscasts and newsmagazines, as well as live coverage and special reports. It is intended for those who actually record on videotape events, interviews, and other visuals which comprise a program or story. The cameraperson is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Documentaries--including documentaries produced by news organizations or on current affairs topics--and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed) must be submitted to category 31. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

31 / Cinematography—Documentary and Long Form

This category is open to camerawork for documentaries and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed). It is intended for those who actually record on film or videotape events, interviews, and other visuals which comprise a program or story. The cinematographer is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Short documentaries that run less than 50 minutes should also enter in this category. Note that submission DVDs in all craft categories are limited to

15 minutes of excerpts from the program or report under consideration.

32 / Editing—News

This category is open to editing for news coverage, and may include reports from newscasts and newsmagazines, as well as live coverage and special reports. Editors are those individuals responsible for editing digital media, videotape and film to produce a finished story or program. Documentaries--including documentaries produced by news organizations or on current affairs topics--and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed) must be submitted to category 33. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

33 / Editing—Documentary and Long Form

This category is open to editing for documentaries and/or other long form programming (i.e programming that runs fifty minutes or more after commercials have been removed). Editors are those individuals responsible for editing digital media, videotape and film to produce a finished story or program. Short documentaries that run less than 50 minutes should also enter in this category. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

3. 12 DVDs per submission. Entrants in all categories other than New Approaches (categories 25-27) are required to submit 12 copies of the entry DVD for each submission. Paper sleeves are preferable to jewel cases. Entry DVDs must be playable on a standard home DVD player. (See page 13 for DVD preparation instructions). NATAS will be responsible for duplicating any DVDs above 12 that are required for judging purposes.

4. Judging Process – At-Home Viewing. All judging for the News & Documentary Emmy® Awards is now done at-home. DVDs and entry materials for all categories--except the New Approaches categories, which are judged online--are fedexed to judges who have two weeks to review submissions and return their ballots. Entries will be voted on via paper ballots which must be mailed to the accountants along with the judge's affidavit attesting to his or her adherence to the rules.

2012 News & Documentary Emmy® judging dates are:

Round 1: May 8 – May 23

Round 2: June 11 – June 27

For more information or to apply to serve as a judge go to www.emmyonline.tv/news/judge.html

5. Judging Process – New Approaches. The New Approaches categories are judged online. Judges will be notified and receive all judging materials via email. Judges will have two weeks to complete their panels

ELIGIBILITY PERIOD

Over-the-Air, Cable, Satellite and Internet Broadcast Submissions:

Entries must have originally aired between January 1 and December 31, 2011.

ELIGIBILITY CRITERIA

BROADCAST JOURNALISM:

The News & Documentary Emmy® Awards are open to works of broadcast journalism and their related craft achievements.

50% RULE:

Entries must have been available for viewing by more than 50% of the U.S. national market during the eligibility year. For programs not previously approved for eligibility by NATAS, entrants must submit coverage data demonstrating availability to more than 50% of U.S. TV households. Entries must have been transmitted to the public by a television station, a cable company, satellite, or other distribution media, such as the Internet.

FOREIGN PRODUCTIONS:

A foreign television production is ineligible unless it is the result of a co-production (both financially and creatively) between U.S. and foreign partners, which precedes the start of production, and has a commitment to be shown on U.S. television prior to the start of production.

FOREIGN LANGUAGE ENTRIES:

Entries in a language other than English are eligible, but must include either an English language voiceover or English subtitles.

PREVIOUSLY AIRED PROGRAMS:

A program or series which aired and met eligibility requirements during a previous award year is not eligible for submission to the current News and Documentary Emmy® Awards competition.

MOTION PICTURE AND HOME ENTERTAINMENT PREMIERED PROGRAMS:

Documentary films that have had a limited theatrical release, or that were initially released through home entertainment sale or rental, are eligible to enter the News & Documentary Emmy® Awards provided they first aired nationally during the eligibility year. Entries will be evaluated on a case-by-case basis.

ORIGINAL MATERIAL:

At least two-thirds of an entry must consist of original material, unless the previously produced material has been given some unique and creative treatment that results in an original program.

SERIES ENTRIES:

Where an entry includes a series of broadcasts on a single topic, the entrant may choose to do one, but not both, of the following: 1) enter the series of broadcasts as a series 2) enter individual episodes as separate entries. If entering as a series the entrant may a) choose a single episode to represent the entire series or b) choose no more than five excerpts from different episodes to represent the series.

ENTRY PROCEDURES

HOW OFTEN CAN I ENTER?

There is no limit to the number of entries an organization or individual may submit. However, each entry is a separate submission and requires its own entry form, entry fee and 12 copies of the entry DVD.

CAN I ENTER IN MORE THAN ONE CATEGORY?

An individual program or report may not be submitted in two different categories, with the following exceptions: a) a program or report entered in categories 1-21 may be simultaneously entered in the appropriate “Best Of” category (categories 22-24) b) a program or report may be entered in as many craft categories as are appropriate.

ENTRY FORMS:

Entrants must submit a fully completed entry form for each entry. Entry forms must be signed by the Executive Producer, the Producer of the program named on the entry form, or the Awards Coordinator. In signing the form, the Executive Producer/ Producer/ Coordinator certifies that the submission is a work of broadcast journalism that has aired nationally, and that the information contained in submission materials is true and correct to the best of his or her knowledge. In addition, he or she certifies that the entry materials are submitted free of encumbrances and grants NATAS permission to use the material in conjunction with the News & Documentary Emmy® Award process and ceremony, promotion and publicity surrounding the ceremony, and promotion and publicity authorized by the Academy in all media.

ENTRANT INFORMATION:

The names of all statue-eligible entrants must be listed on the application form or on an attached sheet. For information about statue-eligibility see page 17.

PRODUCTION CREDITS:

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.

DVD SUBMISSIONS:

In categories 1-24, and 28-38, NATAS accepts entries on DVD only. 12 DVD copies of each submission are required. Do not copy protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.

ONLINE SUBMISSIONS:

Submissions in categories 25-27, the New Approaches categories, are judged online. Entrants are responsible for preparing the submitted video for viewing online by Emmy® judges. See page 14 for URL preparation instructions.

ESSAY:

Two copies of a one-page essay explaining why the entry is Emmy®-worthy are required. Please include the following in the heading of your essay: show and program title (i.e. CBS Evening News: Egyptian Revolution), network, and original airdate. Below are instructions for writing the essay:

In no more than one single-spaced page, describe your entry and explain why it is Emmy®-worthy. 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

* Essays in the craft categories (28-36) should explain how the craft under consideration (writing, editing, cinematography etc.) supports the overall editorial and production goals of the piece.

* In categories 25-27, describe the new approach to news & documentary programming employed in the submission and explain how it enhances the broadcast for the viewer.

*Writing entries must also include one copy of the entire script of the program or story submitted, in addition to the essay.

INCLUDE A SUMMARY OF ENTRIES:

A master list or cover page summarizing all entries must be submitted. Please indicate the name of the show and program or segment (i.e. CBS Evening News: Fukushima Reactor Meltdown), the category and the applicable fee for that entry. Your master list or cover page must indicate the total amount of the payment you are submitting.

Entrants submitting ten or more entries should complete the Entry Breakdown form included with the application materials. This will assist in calculating the total entry fees. Note that there are two versions of the Entry Breakdown form, corresponding to the two separate entry deadlines. Please be sure to fill out the correct form.

PAYMENT:

Entries must include a check made payable to: NATAS/News and Documentary Entrants paying by credit card must fillout and return the NATAS credit card payment form (Visa and MasterCard only).

ADDITIONAL MATERIALS:

Entrants that receive a nomination in July of 2012 must provide a 30-second nominee clip, in digi-beta format, for use at the awards ceremony.

Nominees will be contacted in July 2012 with specific instructions about where to send their clip reels.

CATEGORY REASSIGNMENTS:

NATAS reserves the right to move any entry to a different entry category if in its judgment such a move is warranted.

Entries will not be returned. They may be given to a college or university for instructional purposes only.

DVD PREPARATION

SUBMISSIONS ON DVD

In categories 1-24 and 28-38, NATAS accepts entries on DVD only. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entries may be submitted in letterbox SD or full-screen 16 X 9, or 4 X 3, and in either stereo or mono mixes. The readability of the DVD is the responsibility of the entrant. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their DVDs to ensure playability.

The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and tested to ensure playability.
- Do not copy protect DVDs.
- Brand-name disks are recommended.
- Paper sleeves preferred.
- One entry per DVD.

MAXIMUM RUNNING TIME:

Each category has its own maximum allowable running time for submissions. Please refer to the individual category definitions.

Maximum Running Times are as follows:

- 20 Minutes: categories 1-5, 22, 25, 27
- 30 Minutes: category 26
- 60 Minutes: categories 6-12, 18, 23
- 90 Minutes: categories 13-17, 19-21, 24
- 15 Minutes: Categories 28-36

EDITING A SUBMISSION TO CONFORM TO MAXIMUM RUNNING TIME:

Broadcasts that exceed the maximum allowable running time in a particular category must be edited to conform to the maximum running time. In categories 1-24 entries may contain up to five as-aired excerpts of continuous programming. There is no segment/excerpt limit in craft categories 28-36. Internal editing—i.e. re-editing the content of continuous programming in order to enhance the submission—is not allowed.

In order to edit a broadcast to conform to the maximum allowable running time in a particular category:

- a) edit out commercials
- b) consider what's left to be continuous programming

- c) cut it down to the allowable time for the category
- d) in categories 1-24, include no more than 5 excerpts of continuous programming on your entry DVD (an excerpt is simply a portion of continuous programming). There is no segment/excerpt limit in craft categories 28-36.

Dip to black between excerpts of non-continuous programming

DVD LABELS:

All entry DVDs must be labelled as follows:

1. Title of show (i.e. *Dateline*)
2. Title of program or story (i.e. *Earthquake in Japan*)
3. Broadcast Network (NBC)
4. Original air date of program or story (must be in 2011)
5. Exact running time of submission DVD
6. Name and telephone number of entrant or network contact
7. Entry Category (number and name, i.e. 7: Continuing Coverage of a News Story in a News Magazine)

DEFECTIVE DVDS:

Defective DVDs may be disqualified at the discretion of a NATAS official.

TITLE GRAPHICS, ETC:

Entries 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.

URL PREPARATION FOR NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING CATEGORIES (CATEGORIES 25-27)

Submissions in the New Approaches categories are judged online. Entrants must prepare a webpage for viewing their video or multimedia submission. After entry forms are submitted and fees are paid, a judging webpage template, along with a unique entry ID-number will be emailed to each entrant. It is the entrant's responsibility to embed the video or multimedia content in a judging webpage that incorporates elements from the Emmy® template. The template simply consists of a banner with the Emmy® logo and judging category title to be placed at the top of the webpage, and text fields containing information about the submission to be placed at the

bottom. The video or multimedia submission is embedded between these two elements.

The following information must be included in the text fields provided on the webpage template:

- Entry number (NATAS will email this to you after receipt of entry materials and payment)
- Entry category (25/Current News Story)
- Title of Broadcast/webcast etc. (i.e. washingtonpost.com video)
- Title of story/report (Earthquake in Haiti)
- Original URL (i.e. where the content was originally available for streaming/downloading, if applicable)
- Production Company
- Date content was originally aired or made available for streaming (must be 2011)
- Exact running time of submission

Include the requested essay in the webpage template, and send a hard copy to NATAS along with your entry form and payment.

When the Emmy® submission webpage has been created, a confirmation email including the URL for the webpage, must be sent to NATAS to ensure that the material is ready for judging. Send the URL to David Winn at dwinn@emmyonline.tv and copy Christine Chin at cchin@emmyonline.tv

IMPORTANT: Don't forget to review the "Did You Forget To..." checklist before sending your submission.

PROHIBITIONS & DISQUALIFICATIONS

NO INTERNAL EDITING

In categories 1-24, programs or stories that exceed the maximum running time in their category must be edited and may contain up to 5 excerpts of continuous programming dealing with the same topic (there is no excerpt/segment limit in craft categories 28-36). However, the entry must be submitted "as-aired" and cannot have been re-edited for the purpose of enhancing the submission. An excerpt must be a continuous, commercial-free run. Editing out commercials between continuous programming does not constitute internal editing.

BODY-OF-WORK ENTRIES:

A compilation or body of work from a variety of programs and/or series that are not related is not permitted.

DOUBLE ENTRIES:

Programs may be entered in only one Emmy® contest. Any work that is subsequently entered in another contest (such as Daytime, Sports or Primetime) will not be accepted in that competition and is subject to disqualification.

COMPILATION REELS:

Compilation reels or “buzz tapes” are not permitted in any category. Entries are to be produced from video and audio as it originally aired to the viewer.

DRAMATIC RECREATIONS:

Limited dramatization is permitted under certain circumstances (in the Historical Programming category, for instance), as long as it is extremely clear that these are recreations. NATAS will evaluate each circumstance on a case-by-case basis.

ERRORS AND OMISSIONS

NATAS 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. The Academy shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition.

MISREPRESENTATIONS:

Any misrepresentation of entries will be cause for disqualification. Misrepresentations may include, but are not limited to: intentional falsification of credits, including intentional falsification of job titles or intentionally listing improper job titles; misrepresenting programming as original. Should evidence of misrepresentation appear at a later date, the entry will be retroactively disqualified. It will be so listed in NATAS records and NATAS will ask for the return of any awarded statues or award certificates.

EDUCATIONAL AND INSTRUCTIONAL PROGRAMMING:

Programs intended primarily for educational or instructional use are not eligible and will be disqualified.

INFOMERCIALS AND CLOSED-CIRCUIT BROADCASTS:

Program-length commercials (infomercials) and closed-circuit programs are not eligible and will be disqualified.

Violations of any other published rules and procedures herein may result in disqualification.

Payment submitted with disqualified entries will not be returned.

STATUES, PLAQUES AND CERTIFICATES

AWARD OWNERSHIP:

Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® Statue is retained by the individuals and The National Academy of Television Arts & Sciences, even if an employer pays entry fees.

RULES FOR THE PROTECTION OF THE EMMY® STATUE

The Emmy® statue may not be reproduced or used in any commercial manner unless otherwise permitted by the National Television Academy, it being understood that possession of the same is solely for the benefit of the recipient and the recipient's heirs or successors in interest. If a recipient or the recipient's heir or successor in interest proposes to sell, auction or otherwise dispose of the Emmy® statue, such persons shall be obligated to return the statue to the National Academy of Television Arts & Sciences, which will retain the same in storage in memory of the recipient

COMMEMORATIVE AWARDS

Each Emmy® winning entry, whether program or craft, is eligible for a duplicate statue. We offer commemorative Emmy® statues for office display for the network, studio or production company (up to three) for a winning entry. The statue is engraved the same as the individual Emmy® award, but does not have an individual's name and position title. Neither the organization, nor any other special name may be engraved in place of where the individual's name and position would usually appear. The word "commemorative" is engraved at the rear of the statue. Commemorative Emmy® statues cannot be ordered for individuals

WHO RECEIVES THE AWARD?

In categories 1-24, Reporters, Correspondents, Producers, Executive Producers, Senior Producers, Coordinating Producers, Field Producers, Supervising Producers and Directors receive the Emmy® Statue for winning programs, provided their role was not solely administrative and that they were active

participants, with hands-on creative and journalistic input in the creation or production of an Emmy®-winning program or report.

INDIVIDUAL ACHIEVEMENTS (CRAFTS):

In the Craft categories (categories 28-36), those who perform a specific discipline receive the Emmy® statue. Supervising or directing or approving the work of others—while vital to the creative process-- does not qualify for these categories.

PROMOTIONAL ANNOUNCEMENTS:

The Emmy® award for Promotional Announcements recognizes Producers, Directors, Writers and Craftspersons, provided their role was more than supervisory and they made a substantial creative contribution to the content of the promotional announcement.

VERIFICATION OF STATUE-ELIGIBLE JOB TITLES:

An entrant's job title must correspond to the on-screen credits for the submission. In cases where there is a discrepancy between the broadcast credits and the job title listed on the entry form (for example a producer entering as a researcher) you must contact the Director of the News and Documentary Emmy® Awards for approval. Failure to do so may result in disqualification. As indicated elsewhere, any falsification of credits will result in disqualification.

STATUES:

Each winning entry shall receive one (1) statue at no cost to the entrant. Each additional statue-eligible entrant shall be entitled to receive a statue but the cost will be endured by the recipient(s). Only those individuals, studios, networks and production companies that have been vetted and cleared via the entry process, and are listed in the final credits list submitted by the network and displayed on the press release, will be considered statue eligible. Statue orders take approximately three months to process once orders are received. Contact awards@emmyonline.tv.

NOMINATION PLAQUES:

Past and current Emmy® nominees may purchase a handsome plaque or certificate to commemorate their nomination. Order forms will be sent to current nominees in July of 2012. Past nominees should contact the Awards Department at awards@emmyonline.tv.

PRODUCTION PLAQUES & CERTIFICATES:

Individuals who are not eligible to receive Emmy® statues—such as Associate Producers, Guest Bookers, Assistant Directors, Technical Directors, Narrators, Unit Managers, and various craftspeople—are eligible for Production Plaques and Production Certificates. Production Plaques and Certificates may be purchased by the Executive Producer or Producer of an Emmy®-winning broadcast for presentation to those individuals. Order forms will be sent to the main contact for all winning entries after winners are announced in October. For more information contact awards@emmyonline.tv

PROMOTION:

EMMY® winners may refer in advertising and publicity to the fact that they are an EMMY® recipient and, for one year after the award was bestowed may use a replica of the EMMY® statue in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS, must accompany any portrayal of the Emmy®.

ADDITIONS AND CORRECTIONS:

Additions and Corrections to the credits of an entry must be submitted no later than one week after the announcement of the News & Documentary Emmy® nominations.

ENTRY FEES

ENTRIES POSTMARKED BY MARCH 1, 2012:

Categories 1-27 & 37-38 (Programs/Segments & Promos): \$350

Categories 28-36 (Individual Craft Achievement): \$200

ENTRIES POSTMARKED AFTER MARCH 1, 2012:

(final entry deadline March 29)

Categories 1-27 & 37-38 (Programs/Segments & Promos): \$400

Categories 28-36 (Individual Craft Achievement): \$250

AWARD CATEGORIES

REGULARLY SCHEDULED NEWSCASTS

1. Outstanding Coverage of a Breaking News Story in a Regularly Scheduled Newscast
2. Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast
3. Outstanding Feature Story in a Regularly Scheduled Newscast
4. Outstanding Investigative Journalism in a Regularly Scheduled Newscast
5. Outstanding Business and Economic Reporting in a Regularly Scheduled Newscast

NEWS MAGAZINES

6. Outstanding Coverage of a Breaking News Story in a News Magazine
7. Outstanding Continuing Coverage of a News Story in a News Magazine
8. Outstanding Feature Story in a News Magazine
9. Outstanding Investigative Journalism in a News Magazine
10. Outstanding Business and Economic Reporting in a News Magazine

DISCUSSION & ANALYSIS

11. Outstanding News Discussion and Analysis

LIVE COVERAGE – LONG FORM

12. Outstanding Live Coverage of a Current News Story—Long Form

LONG FORM

13. Outstanding Continuing Coverage of a News Story—Long Form
14. Outstanding Investigative Journalism—Long-Form
15. Outstanding Informational Programming—Long-Form
16. Outstanding Historical Programming—Long Form
17. Outstanding Business and Economic Reporting—Long Form

OPEN TO ALL NEWS AND DOCUMENTARY PROGRAMS

18. Outstanding Interview
19. Outstanding Arts & Culture Programming
20. Outstanding Science and Technology Programming
21. Outstanding Nature Programming

BEST OF

22. Best Story in a Regularly Scheduled Newscast
23. Best Report in a News Magazine
24. Best Documentary

NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING

25. New Approaches: Current News Coverage
26. New Approaches: Documentaries
27. New Approaches: Arts, Lifestyle and Culture

CRAFT CATEGORIES

28. Writing
29. Research
30. Video Journalism: News
31. Cinematography: Documentary and Long Form
32. Editing: News
33. Editing: Documentary and Long Form
34. Graphic Design and Art Direction
35. Music and Sound
36. Lighting Direction and Scenic Design

PROMOTIONAL ANNOUNCEMENTS

37. Outstanding Promotional Announcement—Institutional
38. Outstanding Promotional Announcement—Episodic

REGIONAL PROGRAMMING

These categories are reserved for spot/breaking news and investigative reports that have been awarded Emmys by regional NATAS chapters in the most recent awards cycle. For more information about these categories contact the Director

of the News & Documentary Emmy® Awards at (212) 484-9424. Winners in the Regional categories will receive a crystal pillar featuring the golden Emmy® figure.

39. Regional News Story: Spot News

40. Regional News Story: Investigative Reporting

AWARD CATEGORY DEFINITIONS & REQUIREMENTS

REGULARLY SCHEDULED NEWSCASTS

- Regularly Scheduled Newscasts are programs that cover the major news of the day on a consistent, typically daily, basis. Reports from nightly newscasts (weekday or weekend editions), morning shows and news reports from all-news networks are eligible.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 20 minutes
- Programs or reports that run 20 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

1. Outstanding Coverage of a Breaking News Story in a Regularly Scheduled Newscast

This category is reserved for coverage of breaking news stories by regularly scheduled newscasts, and may include coverage of unexpected events, such as a plane crash or an earthquake; anticipated events, such as the verdict in a trial; and new and important breaking developments in an ongoing story. Entries may be drawn from a single broadcast or multiple broadcasts.

2. Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast

This category is reserved for continuing coverage of a current news story by regularly scheduled newscasts. Entries should feature new developments

in an ongoing story, and/or background and analysis that deepen the viewer's understanding of the story. Entries may be drawn from a single broadcast or a series of broadcasts.

3. Outstanding Feature Story in a Regularly Scheduled Newscast

This category is reserved for feature stories--human interest stories, profiles etc. as opposed to more immediately topical reporting--by regularly scheduled newscasts. Entries must be drawn from a single broadcast.

4. Outstanding Investigative Journalism in a Regularly Scheduled Newscast

This category is reserved for investigative reporting by regularly scheduled newscasts. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

5. Outstanding Business & Economic Reporting in a Regularly Scheduled Newscast

This category honors outstanding reporting on a business, financial or economic story. Entries may consist of either a single report or a series of reports on a single topic. Note: Business stories may compete in either the Business & Economic Reporting category, or one of the other four newscast categories, but not both. In other words an investigative piece on an economic topic may choose to enter in either the Outstanding Business and Economic Reporting category, OR the Investigative Journalism category, but not both.

NEWS MAGAZINES

- News magazines are programs, typically airing weekly, comprised of one or more segments covering current events, and human interest stories etc. For example 60 Minutes, 20/20, Dateline, Rock Center, etc..
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 60 minutes

Note: Single-subject news magazine broadcasts that run longer than 60 minutes after commercials have been removed should enter one of the long form categories (categories 13-17, 19-21 and 24)

- Stories or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.

- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

6. Outstanding Coverage of a Breaking News Story in a News Magazine

This category is reserved for coverage of breaking news stories by news magazines, and may include coverage of unexpected events, such as a plane crash or an earthquake; anticipated events, such as the verdict in a trial; and new and important breaking developments in an ongoing story. Entries may be drawn from a single broadcast or multiple broadcasts.

7. Outstanding Continuing Coverage of a News Story in a News Magazine

This category is reserved for continuing coverage of a current news story by news magazines. Entries should feature new developments in an ongoing story, and/or background and analysis that deepen the viewer's understanding of the story. Entries may be drawn from a single broadcast or a series of broadcasts.

8. Outstanding Feature Story in a News Magazine

This category is reserved for feature stories--human interest stories, profiles etc. as opposed to more immediately topical reporting--by news magazines. Entries must be drawn from a single broadcast.

9. Outstanding Investigative Journalism in a News Magazine

This category is reserved for investigative reports by news magazines. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

10. Outstanding Business and Economic Reporting in a News Magazine

This category honors outstanding reporting on a business, financial or economic story. Entries may consist of either a single report or a series of reports on a single topic. Note: Business stories may compete in either the Business & Economic Reporting category, or one of the other four news magazine categories, but not both. In other words an investigative piece on an economic topic may choose to enter in either the Outstanding Business and Economic Reporting category, OR the Investigative Journalism category, but not both.

NEWS DISCUSSION AND ANALYSIS

- Maximum Running Time for Submissions: 60 minutes
- Programs or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content
- Dip to black between excerpts of non-continuous programming
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

11. Outstanding News Discussion and Analysis.

This category honors outstanding discussion and analysis of current news stories. It is open to broadcasts devoted solely to discussion and analysis (McLaughlin Group, Washington Week, etc.), as well as broadcasts that feature discussion and analysis as a primary element of their regular programming (Meet the Press, Face the Nation, This Week, The Rachel Maddow Show, John King USA, Fox News Sunday etc.). Submissions may include: discussion/analysis of a single story or subject—entries may not exceed one hour in length and may include up to 5 excerpts of programming from throughout the broadcast year; or, a single broadcast of up to one hour devoted to discussion/analysis of a variety of subjects, as is common on roundtable shows like Washington Week, the McLaughlin Group etc.

Note: there may be some overlap between this category and category 14/ Outstanding Interview, as interviews may also feature discussion and analysis. In such cases, the entrant must choose one or the other category. You may not enter the same content in both Outstanding Interview and Outstanding News Discussion and Analysis

LIVE COVERAGE – LONG-FORM

- Entries must be devoted entirely to a single news event.
- Maximum Running Time for Submissions: 60 minutes
- Coverage that runs 60 minutes or less must be submitted in its entirety. Coverage that runs longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired

excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.

- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

12. Outstanding Live Coverage of a Current News Story –Long Form

This category is open to extended live coverage of current news stories. Entries may include both anticipated events (presidential debates, political conventions, funerals, election night coverage etc.) and unanticipated events (a plane crash, an assassination, etc.). Eligible broadcasts include live special reports or special live editions of regularly scheduled broadcasts. While entries may include previously produced reports, the majority of the original broadcast must be live, and the majority of the footage contained on the entry DVD must be live. Live footage may contain non-live elements (for example stock footage that plays in front of a live anchor voiceover), but it must contain live elements at all times to be considered live (live images, live anchor voiceover or interview etc.)

LONG-FORM

- Categories 13-17 are reserved for long form nonfiction programming.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 90 minutes
- Broadcasts that run 90 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.

- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

13. Outstanding Continuing Coverage of a News Story – Long Form

This category is reserved for long-form continuing coverage of a news story, and may include background and analysis, along with new developments in an ongoing story. Entries may be drawn from a single broadcast or a series of broadcasts.

14. Outstanding Investigative Journalism – Long Form

This category is reserved for long-form investigative reporting. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

15. Outstanding Informational Programming – Long Form

This category is reserved for long-form reports dealing with contemporary social, political or intellectual issues. Entries may be drawn from a single broadcast or a series of broadcasts.

16. Outstanding Historical Programming – Long Form

This category is open to long-form programming dealing with an historical event, personality or process. Dramatization is permitted in a very limited form—actors delivering verbatim lines actually spoken or written by an historical figure, and identified as such. Footage from other documentaries or motion pictures, or visual recreations may be used as long as they are clearly identified or otherwise obvious to the viewer. Entries may be drawn from a single broadcast or a series of broadcasts.

17. Outstanding Business & Economic Reporting—Long Form

This category honors outstanding long form reporting on a business, financial or economic topic. Entries may be drawn from a single broadcast or a series of broadcasts

INTERVIEW

- Category 18 is open to any news or documentary broadcast.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 60 minutes

- Programs or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

18. Outstanding Interview

This category is open to interviews with one or more individuals on a single topic. Entries are judged on both the end product of the interview and the skill of the interviewer. Both the interviewer and the interviewee must appear onscreen. Entries may be drawn from a single broadcast or a series of broadcasts.

OPEN TO ALL NEWS & DOCUMENTARY PROGRAMS

- Categories 19-21 are open to any news or documentary broadcast.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 90 minutes
- Programs or reports that run 90 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

19. Outstanding Arts & Culture Programming

This category is open to programming devoted to popular culture and the fine arts. Broadcasts on topics that are more social or political in nature are more appropriate for categories 13-16. Entries may be drawn from a single broadcast or a series of broadcasts.

20. Outstanding Science and Technology Programming

Entries should have as their primary emphasis the examination of scientific issues, discoveries and explorations and/or the development and use of technology. Entries may feature the efforts and accomplishments of individuals and scientific institutions engaged in a wide range of scientific and technological disciplines, or may otherwise convey principles and insights from those disciplines. Entries may be drawn from a single broadcast or a series of broadcasts.

21. Outstanding Nature Programming

Entries should have as their primary emphasis the observation and exploration of nature, including discoveries and revelations related to plants, animals and the environment. Entries may feature the efforts and accomplishments of individuals engaged in the study of natural history and the environment, or may otherwise convey principles and insights from those disciplines. Entries may be drawn from a single broadcast or a series of broadcasts.

BEST OF

- Entries in the Best Of categories can, but need not be, entered in ONE additional non-craft category (categories 1-21), and/or any number of craft categories (categories 28-36).
- Entries must be devoted entirely to a single story, subject or theme
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).

22. Best Story in a Regularly Scheduled Newscast

- This category recognizes the best story broadcast as part of a Regularly Scheduled Newscast during 2011.
- Regularly Scheduled Newscasts are programs that cover the major news of the day on a consistent, typically daily, basis. Reports from nightly newscasts (weekday or weekend editions), morning shows and news reports from all-news networks are eligible.
- Maximum Running Time for Submissions: 20 minutes. Programs or reports that run 20 minutes or less must be submitted in their entirety. Those that run longer must be edited.

23. Best Report in a News Magazine

- This category recognizes the best report broadcast as part of a news magazine during 2011.
- News magazines are programs, typically airing weekly, comprised of one or more segments covering current events, and human interest stories etc. For example 60 Minutes, 20/20, Dateline, Rock Center, etc.
- Maximum Running Time for Submissions: 60 minutes. Stories or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.

24. Best Documentary

- This category recognizes the best documentary broadcast during 2011
- Maximum Running Time for Submissions: 90 minutes. Documentaries that run 90 minutes or less must be submitted in their entirety. Those that run longer must be edited

NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING

The following categories recognize new approaches to the practice, presentation and delivery of news & documentary programming. These categories are open to over-the-air, cable, satellite and online broadcasters, and are intended to recognize new and innovative ways of doing documentaries and broadcast journalism, from new approaches to traditional broadcasts, to the use of new media (associated websites, interactivity etc.), to other creative and innovative means of practicing these crafts and presenting programming to the viewer.

For journalists and documentarians working in non-traditional media, it recognizes that their craft often differs from traditional broadcast television in approach, presentation techniques, and delivery. For broadcasters working in so-called traditional media, it provides an opportunity to showcase creative and innovative approaches to these broadcasts.

Entries in the New Approaches categories are judged online. Please see page 14 for URL preparation instructions.

Entrants must submit two copies of a one-page essay describing the new approach to news & documentary programming employed in their submission and explaining how it enhances the broadcast for the viewer.

**25. New Approaches to News & Documentary Programming:
Current News Coverage**

Entries may include breaking news, continuing coverage, live coverage of current news events, investigative reporting or interpretation or analysis of a current news story. Entries may include up to 20 minutes of video.

**26. New Approaches to News & Documentary Programming:
Documentaries**

Entries may include documentaries and other programming that does not fit in categories 25 or 27. Entries may include up to 30 minutes of video.

**27. New Approaches to News & Documentary Programming: Arts,
Lifestyle, and Culture Programming.**

Entries in this category may include coverage of entertainment, popular culture, the fine arts, and lifestyle trends. Entries may include up to 20 minutes of video.

INDIVIDUAL CRAFT ACHIEVEMENT CATEGORIES

- **Purpose:** The purpose of the Individual Achievement, or Craft, categories is to recognize those individuals who perform the duties of the craft being recognized. Supervising or directing or approving the work of others - while vital to the creative process - does not qualify for these individual craft awards.

Therefore, production personnel such as Producers and Directors are not eligible for the Emmy® in Craft areas unless they specifically perform the duties of the craft being recognized

- **Team entries** are allowed provided the team of craft persons are co-creators

of a single product (for example a team of researchers who collect information that forms the basis of a documentary). However, one cannot simultaneously enter as an individual for the same work done as part of a team entry. Double Entry is not permitted.

An individual may enter in more than one Craft area. If an individual works in different disciplines (i.e. as a writer and a researcher), he or she may enter in those separate disciplines.

- **Maximum running time** for individual achievement submissions is 15 minutes. There is no segment limit in categories 28-36. Entries may include as many as-aired segments or excerpts as necessary to demonstrate excellence, provided the running time of the submission does not exceed 15 minutes.
- **Entries must be submitted on DVD.** 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.
- **Essay:** Each entry must include two copies of a one-page essay explaining why it is Emmy®-worthy (*see page 11 for essay instructions*).
- **Writing Entries:** Entrants in the Writing category must submit one copy of the script for the program or story submitted, in addition to the one-page essay and 12 entry DVDs.

28. Writing

This category is open to individuals and teams having the creative input in writing, re-writing and amending the script or narration of a news or documentary program. Entries must include one copy of the entire script of the program or story submitted, in addition to the one-page essay and twelve copies of the entry DVD.

29. Research

Entrants in this category are those engaged in a significant amount of careful investigation and study to discover facts and collect information about a subject. The collected facts and information form the basis of the program or story that the entry is based on. It should be clear that the entrant's work was essential to the production.

30. Video Journalism—News

This category is open to camera work for news coverage, and may include reports from newscasts and newsmagazines, as well as live coverage and special reports. It is intended for those who actually record on videotape

events, interviews, and other visuals which comprise a program or story. The cameraperson is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Documentaries--including documentaries produced by news organizations or on current affairs topics--and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed) must be submitted to category 31. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

31. Cinematography—Documentary and Long Form

This category is open to camerawork for documentaries and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed). It is intended for those who actually record on film or videotape events, interviews, and other visuals which comprise a program or story. The cinematographer is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Short documentaries that run less than 50 minutes should also enter in this category. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

32. Editing —News

This category is open to editing for news coverage, and may include reports from newscasts and newsmagazines, as well as live coverage and special reports. Editors are those individuals responsible for editing digital media, videotape and film to produce a finished story or program. Documentaries--including documentaries produced by news organizations or on current affairs topics--and/or long form programming (i.e programming that runs fifty minutes or more after commercials have been removed) must be submitted to category 33. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

33. Editing —Documentary and Long Form

This category is open to editing for documentaries and/or other long form programming (i.e programming that runs fifty minutes or more after commercials have been removed). Editors are those individuals responsible for editing digital media, videotape and film to produce a finished story or program. Short documentaries that run less than 50 minutes should also enter in this category. Note that submission DVDs in all craft categories are limited to 15 minutes of excerpts from the program or report under consideration.

34. Graphic Design and Art Direction

This category is open to Art Directors and Graphic Designers. Art Directors are those with the overall creative responsibility for the development and supervision of graphic elements in news and documentary programs. Entrants may also include artists and designers who create electronic graphics, graphics illustrators, electronic and film animators, and artists and designers who employ electronic devices, as well as traditional artistic tools, to develop graphic elements, including title sequences, for news & documentary programs. The material submitted must be new material for 2011.

35. Music and Sound

This category is open to individuals who make a significant contribution to the audio portion of a news broadcast or documentary program, one that enhances viewer understanding or appreciation of the broadcast. Eligible individuals include Composers, Arrangers, Music Directors, Conductors, those involved in audio sweetening, Studio Audio Mixers, Film Sound Mixers, and Live/Location Videotape and Sound Recordists. Note: “Needle-drop” music is not allowed. All music must be new and original for 2011.

36. Lighting Direction and Scenic Design

This category is open to individuals who make a significant contribution to the visual presentation of a news broadcast or documentary program, one that enhances viewer understanding or appreciation of the broadcast. Lighting Directors and Scenic Designers are eligible in this category. Lighting Directors are those responsible for the creative direction of the lighting of a studio or remote site. Scenic Designers are responsible for the design and placement of scenery and scenic elements in the studio or field. The material submitted must be new material for 2011.

PROMOTIONAL ANNOUNCEMENTS

- These categories recognize outstanding achievement in promotional announcements in News & Documentary Programming
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability. Paper sleeves are preferable to jewel cases.

- Each entry must include a one-page essay explaining why the promo or campaign is Emmy®-worthy. Your essay should address the following issues:

Concept: *What is the core message of the promo or campaign and how does it deliver that message? How does the promo “sell” the news or documentary broadcast without misrepresenting the facts of the story underlying it?*

Effectiveness/Impact: *Describe the way the promo/campaign seeks to grab the viewer’s attention and motivate him or her to tune in.*

Execution: *Describe the creative and innovative ways that the production elements—graphics, music, editing, script—are brought together to convey the core message of the spot or campaign.*

37. Outstanding Promotional Announcement – Institutional

- This category is for entries that advertise and promote, through an individual spot and/or overall campaign, the brand/image of a network news division, cable news channel and/or individual news or documentary program. The Institutional category reflects an emphasis on theme, positioning and/or on-air talent.
- Each entry may be for a single production or selections from a campaign. Each campaign may be represented by a composite of no more than three (3) spots which were originally shown during the eligible year.
- Dip to black between all spots or campaign segments.
- No internal editing for the enhancement of the submission is allowed.

38. Outstanding Promotional Announcement - Episodic

- This category is for entries which are plot-or-content specific and promote a particular telecast.
- Each entry may be for a single production or selections from a campaign. Each campaign may be represented by a composite of no more than three (3) spots which were originally shown during the eligible year.
- Dip to black between all spots or campaign segments.
- No internal editing for the enhancement of the submission is allowed.

REGIONAL PROGRAMMING

These categories are reserved for breaking/spot news and investigative reports that have been awarded Emmys by regional NATAS chapters in the most recent

awards cycle. For more information about these categories contact the Director of the News & Documentary Emmy® Awards at (212) 484-9424. Winners in the Regional categories will receive a crystal pillar featuring the Emmy® figure.

39. Regional News Story: Spot News

40. Regional News Story: Investigative Reporting

JUDGING PROCEDURES

Entries are viewed at home either on DVD or online (categories 25-27, the New Approaches categories, are currently the only categories judged online).

Most categories are judged in two rounds of voting in which the nominees and a single winner, multiple winners, or no winner will be determined.

Separate judging panels will be formed for the preliminary and the final round of judging. In the preliminary round, sub-panels will be formed and the entries will be equally divided randomly among the groups. For this phase, judges are required to view at least 50% of each entry, and will vote via secret ballot. High-scoring entries from the first round will advance to the final round. Judges in the final round will view each entry in its entirety.

Judges may be independently employed or employees of the networks or cable companies or other submitting organizations who do not have a direct conflict with the material they view. Judges may not have a conflict of interest, which is described as having a direct involvement with the production of the entry, or having a close personal relationship with a member of the production staff of the 33rd Annual News & Documentary Emmy® Awards. Employment by a network with an entry in the category being judged does not necessarily create a conflict of interest by itself. Judges may participate on more than one panel.

Judging is based on content, creativity and execution. Submissions are judged on the basis of their individual merits and not competitively. In all categories there is the possibility of one award, more than one award, or no award. The results of the final round of screening will determine the number of nominees in each category, and whether a category has one clear winner, multiple winners, or no winner. Judges in categories 37-38, for promotional announcements, will evaluate submissions using the criteria of Concept, Effectiveness/Impact, and Execution

Judges in categories 1-27 include Executive Producers, Producers, Associate Producers, Directors, Reporters and Correspondents. Judges in categories 28-36—the craft categories such as Writing, Editing, Cinematography etc--will have expertise in the technical craft areas they are judging.