



National Academy of Television Arts & Sciences Suncoast Chapter

# SUNCOAST STUDENT TELEVISION AWARDS OF EXCELLENCE

HIGH SCHOOL RULEBOOK 2015

Eligibility Period: **February 1, 2014 to January 31, 2015** • Entry Deadline: **February 27, 2015**

The Suncoast Student Television Awards of Excellence encourage the pursuit of excellence in video production and focuses public attention on outstanding achievements produced by high school students.

**STUDENT EXPRESS - ONLINE ENTRY PROCESS:** The entire Suncoast Student Television Awards process is online. Submit your entry information, upload your video for judging and even pay the entry fee from any computer with Internet access – all in a secure environment.

## RULES AND ELIGIBILITY

**ELIGIBILITY PERIOD:** All entries must have been originally produced within the Suncoast Region that includes the State of Florida, the State of Louisiana, the Mobile-Pensacola market area and the Commonwealth of Puerto Rico in the period of time from **February 1, 2014 to January 31, 2015**.

**ENTRY DEADLINE: FEBRUARY 27, 2015**

**LANGUAGE:** Entries will be accepted in the English Language or the Spanish language. Please indicate the language of the entry on the Entry Form. Entries in English will be judged by English-speaking television professionals. Entries in Spanish will be judged by Spanish-speaking television professionals.

**ENTRY SUBMISSIONS:** The school where the work was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

### ELIGIBILITY:

1. Programs or program segments conceived, produced and executed by students at a high school or technical/vocational school within the chapter's designated award area are eligible for student award consideration.
2. Returning students who previously worked, as professionals, are not eligible.

3. No professional services may have been employed in the production of the entry.
4. Faculty involvement can only be advisory.
5. Entrants must be enrolled as a full-time student as of the entry deadline.
6. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
7. Students who perform professional work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
8. No entry may be submitted to more than one chapter's awards.
9. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
10. Entries must be submitted as they were originally transmitted.
11. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
12. There is no limit to the number of entries a school may submit in each category.
13. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
14. Ineligible entries may be disqualified during any phase of the competition.

**AWARDS:** The Award (an engraved crystal pillar) will be presented to the sponsoring college/ university or producing organization. The students involved in the production of the entry will receive certificates. Following the distribution of the awards, duplicate awards (crystal pillars) with individual student names will be available at a cost of \$125.

### RESTRICTIONS ON THE USE OF THE EMMY® MARK:

Schools and student award recipients may refer to the fact that they are recipients of a Suncoast Student Television Award of Excellence, but may not use the EMMY® name or replica of the EMMY® statuette in any form of advertising or promotion.



**ENTRY ERRORS AND OMISSIONS:** The Suncoast Chapter of The National Academy of Television Arts & Sciences assumes no responsibility for the errors or omissions made by entries or individuals in the submission of entries pursuant to this notice. Entrants are urged to read this Rulebook and follow its instructions carefully. The Suncoast Chapter assumes no responsibility for the accuracy of information contained in a submission. Entrants are solely responsible for submitting correct information pertaining to the submission.

All submitting entities and/or individuals are advised to review submissions with respect to correct name, credits and other information.

**INTENTIONAL FALSIFICATION:** The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry. The Suncoast Chapter of The National Academy of Television Arts & Sciences reserves the right to corroborate any information on an entry form, to combine duplicate entries, or to disqualify an entry. All entries are subject to approval by the Suncoast Chapter.

The Suncoast Chapter 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. Pornographic, violent, defamatory or offensive material and/or language will not be accepted. Entries that contain language or situations that are not acceptable in a television station's programming will not be accepted. The ruling of the Chapter is final and absolute.

Submission of the entry to the Suncoast Student Television Awards of Excellence constitutes permission for the Suncoast Chapter of The National Academy of Television Arts & Sciences to telecast or screen the entry and to webcast the entry, or portions of the entry,

Some of the following categories accept composites. A composite is defined as a sampling of segments or elements of a production that can represent the production to a panel of judges. This sampling conveys the scope, breath and/or range of the production. A demo reel is not a composite. A straight lift from a production can be a sampling, but there must be no editing within the lift.

**JUDGING AND EVALUATION:** Programs are judged on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points). Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

**PAYMENTS:** Each entry requires an accompanying processing fee of \$45.00, payable by check, VISA, MasterCard or American Express. Checks should be made payable to **NATAS Suncoast Chapter**, and mailed to:

**Karla MacDonald**  
**NATAS Suncoast Chapter**  
**10385 Rue Vendome**  
**Pembroke Pines, FL 33026**

\*Note: This is a residential address.

This fee is non-refundable. Fees paid online by credit card are processed through the secure server authorize.net. An automatic receipt will be sent by email. ***This fee must be paid by school or sponsoring organization. Students may not pay the processing fee.***

## HOW TO ENTER THE SUNCOAST STUDENT TELEVISION AWARDS

All entries will be submitted through our **on-line "paperless" system**. Become a Registered User, Submit, Upload and Pay — all in one secure place! Entrants are responsible for the technical quality of their videos.

Follow this 3-step process:

1. Register (if you don't already have an account)
2. Submit Your Entry Info & Pay the Fee (the "paperwork" part of the process)
3. Upload & Approve Your Video.

**Links are available on the chapter website:**  
[www.suncoastchapter.org](http://www.suncoastchapter.org)

### ENTRY UPLOAD FORMAT

**PREFERRED FORMAT:** MP4 using H.264 video codec

- For best quality encode your video at its original size.
  - Your video should be at least 720x480
  - 1280x720 is recommended
- Do NOT letterbox your video

### SUPPORTED FILE FORMATS:

- MOV H264
- MPEG4 (MP4, Hu64)
- DV and DVCPro
- MPEG 1 AND MPEG2

*\*Some MOV files contain additional features like edit lists that often result in audio-video sync issues.*



## UPLOADING YOUR VIDEO:

Read Below and/or **Watch the Instructional Video** at [www.youtube.com/watch?v=3MntMvYNyhQ](http://www.youtube.com/watch?v=3MntMvYNyhQ) that was prepared for Emmy® Awards entrants.

## VIDEO UPLOAD STEP-BY-STEP:

NOTE: You can only upload 1 video entry at a time.

### STEP 1:

#### VERIFY THE ENTRY YOU WILL BE UPLOADING

Make sure you have your e-mail Copy of your Entry. This is where you will reference your Entry ID number and submitter's e-mail. Both are ESSENTIAL to begin the uploading process. The e-mail also includes a link to upload your video if needed.

On this first page you need to:

- Select the entry category from the drop down box.
- Enter the ENTRY ID Number.  
*EXAMPLE: C-02-04.*  
*C-02 is the category and 04 is the entry number.*
- Enter the submitter's e-mail address that was provided on the entry form.
- Select Box that you agree to the terms of uploading video.

### STEP 2:

#### REVIEW VIDEO FILE UPLOAD INFORMATION

*After reading through the instructions on the page and confirming your entry information in the box at the bottom, click on Proceed to Upload Video.*

- Select your video from your computer files by browsing. Be sure you are uploading the correct file type.
- Click on UPLOAD  
The Screen will change to show a status bar indicating where the video is in the upload process. Wait for video to upload. Depending on the size of your file it should only take a couple of minutes, however, the longer the entry, the longer the upload process.

**IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE.**

**DO NOT REFRESH THE PAGE OR CLICK THE "BACK" BUTTON ON YOUR BROWSER.**

\*If you do so, you will need to re-start the upload process.

## Video Encoding In-Progress

- Once uploaded, the screen will change for encoding. The status will indicate "processing" until the video is "ready." (This process will take on average about 2 minutes for each minute of video to complete the required encodings for judging but can take considerably longer if the server has a backlog of encoding.)
- You can keep your browser open while the video is processing; or, you can use the link at the bottom of the page to monitor the encoding process (a new tab/page will open in your browser); or, you can close your browser at this point and return later to finish the approval process.
- When the status shows "ready," click on the thumbnail or "click here to play video" link to play the video. Watch all the way through. What you see is what the judges will see.  
*\*If the link does not appear, there was an encoding problem.*
- After watching your video, click on the "Approve or Disapprove Video" link.

### STEP 3:

#### COMPLETE THE UPLOAD

- If the video uploaded and played properly and you approve, select Approve.
- CLICK FINISH
- If you do not approve - select "Reject and Delete." Your video will be deleted and you can upload your video entry again.
- You have 3 opportunities to upload and approve your video. Once approved, or you've uploaded your video 3 times, you will not be able to upload again unless you contact the office to have options reset so you can complete the process. Contact info for reset: Karla MacDonald, [emmysuncoast@gmail.com](mailto:emmysuncoast@gmail.com) or 954-322-3171.

**\*IMPORTANT: Your video is NOT available to the judges until you approve it!**

You will receive an e-mail confirmation once you have completed the upload and approved your video. Your entry is now ready to be judged.



## HIGH SCHOOL STUDENT TELEVISION AWARDS PROGRAMMING CATEGORIES

Note: The same material may not be entered in more than one programming category.

### **H-01. Newscast**

For outstanding achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. **Time Limit: 30 minutes.**

News entries will be judged on the basis of editorial content and pictorial coverage which demonstrate awareness of broadcast journalistic standards, including accuracy and fairness.

### **H-02. News Story – Serious News**

### **H-03. News Story – Light News**

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report.

News entries will be judged on the basis of editorial content and pictorial coverage which demonstrate awareness of broadcast journalistic standards, including accuracy and fairness.

Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to pieces demonstrating reporting and field production.

**Time Limit: 10 minutes.**

### **H-04. Arts & Entertainment, Cultural Affairs**

For excellence in coverage that focuses on general entertainment, variety or visual and performing arts. Subject matter can include (but is not limited to) popular trends, lifestyles, fashion, performing arts, music, fine arts, literature and historical retrospectives.

Concept, content and execution will be important elements in judging the entries. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites.

**Time Limit: 10 minutes.**

### **H-05. Long Form (Fiction)**

### **H-06. Long Form (Non-Fiction)**

For outstanding achievement in a long-form treatment of a single subject. Dramatizations or student originated soap operas or plays are permitted.

Concept, content and execution will be important elements in judging the entries. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Entries that contain language or situations that are not acceptable in a television station's programming will not be accepted.

**Time Limit: 30 minutes. If the original presentation ran more than 30 minutes, entrants are permitted to make three edits to bring the entry within the specified time limit.**

### **H-07. Sports**

For outstanding achievement in a regularly scheduled or special presentation of sports events, sports news or information.

Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: 10 minutes. You may submit a compilation of the work in this category consisting of no more than 3 unedited pieces.**

### **H-08. Public Affairs/Community Service/ Public Service (includes PSA's)**

For outstanding achievement in content with current social, civic, or other issue-oriented subject matter. Advocacy of a point-of-view is encouraged.

Concept, content and execution will be important elements in judging the entries. Entries will be judged on the basis of concept, content and execution which demonstrate awareness of broadcast journalistic standards, including accuracy and fairness. **Time Limit: 10 minutes. You may submit a compilation of the work in this category consisting of no more than 3 unedited pieces.**



## HIGH SCHOOL STUDENT TELEVISION AWARDS CRAFT CATEGORIES

Entrants may submit a single video or a composite of material totaling no more than 15 minutes for Craft Category entries. Direct “lifts” with no additional editing to enhance the quality of the entry may be made to bring longer videos (such as programs, newscast, etc.) within the 15 minutes time limit.

### **H-09. Animation**

For outstanding achievement in animation, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-10. Graphics**

For outstanding achievement in graphics, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-11. Photographer**

For outstanding achievement in photography, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-12. Directing**

For outstanding achievement in directing, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-13. Editing**

For outstanding achievement in editing, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-14. Music Arrangement/Composition**

For outstanding achievement in replication, reinterpretation or original material in a music video. (Please identify original compositions). **Time Limit: 15 minutes.**

### **H-15. Sound**

For outstanding achievement in sound, demonstrating the skills of one or more individuals. Entries may contain a single example of the craft or a composite of material as originally transmitted. **Time Limit: 15 minutes.**

### **H-16. Writing**

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told.

**Time Limit: 15 minutes.**

**DEADLINE FOR ENTRIES:** Online entry forms must be completed and entries uploaded no later than February 27, 2015. ***The earlier you upload, the more likely we will be able to resolve any issue that may arise before the deadline.***

**ENTRY DEADLINE: February 27, 2015**

## **QUESTIONS?**

Contact: Karla MacDonald,  
Suncoast Chapter Administrator  
[emmysuncoast@gmail.com](mailto:emmysuncoast@gmail.com)  
or 954-322-3171

## **LINKS**

[Create Registered User Account](#)

[Submit/Modify Entry](#)

[Upload Video](#)