



HIGH SCHOOL STUDENT TELEVISION AWARDS FOR EXCELLENCE RULEBOOK FOR 2009

Eligibility Period: October 1, 2008 to September 30, 2009

Entry Deadline: October 23, 2009

Purpose

The San Francisco/ Northern California Student Television Awards for Excellence, which promotes best practices to high school students, is intended to be an incentive for the pursuit of excellence in television journalism and focus public attention on outstanding achievements in television produced by high school students. Faculty involvement can only be advisory.

Eligible schools that can participate must be in the coverage area of the San Francisco/Northern California Chapter of The National Academy of Television Arts and Sciences (NATAS). This includes the geographic area from Visalia to the Oregon border; along with Reno, Nevada and the state of Hawaii.

Entries must be submitted, as they were originally telecast, cablecast or webcast. The same material may not be entered in more than one category. There may not be any post-broadcast changes, except edits for time, as noted on the six category descriptions that follow. An entry may be submitted by any student (or group of students working as a team) who is currently enrolled in high school and should be sponsored by the school, after school or school-related program where the work was produced. Alternatively, the high school or after school program may endorse submissions produced by its enrolled students at public access facilities or community arts centers, thereby verifying the submission as the student's own. There is no limit to the number of entries a school or after school program may submit in each category.

The San Francisco/Northern California High School Student Television Award for Excellence (an engraved glass pillar) will be presented to the sponsoring high school, after school program, or producing organization. The students involved in the production of the entry will receive certificates. Following the distribution of the awards, duplicate awards (glass pillars) with individual student names will be available at a cost of \$100.00 each.

What are the eligibility requirements?

All entries must have been originally broadcast, cablecast or webcast within the eligibility period from **October 1, 2008 to September 30, 2009**. Applicants must be current enrolled as a full-time high school student as of the **application deadline October 23, 2009**.

AWARD CATEGORIES

1. News

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates 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 individual pieces demonstrating reporting and field production. 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. Time Limit: No more than five minutes.

2. Arts and Entertainment/Cultural Affairs

For outstanding reporting achievement in a regularly scheduled presentation of content with cultural or artistic significance. Time Limit: No more than three minutes. Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

3. Long Form (Fiction and Non-Fiction)

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single subject. Dramatizations or student originated soap operas or plays are permitted. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content, creativity 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: Entry must run a minimum of six minutes and a maximum of 10 minutes. If the original presentation ran more than 10 minutes, entrants are permitted to submit two five-minute unedited segments that best exemplify the total work.

4. Sports

For outstanding achievement in a regularly scheduled or special presentation of sports news and information. 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 presentation. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites.

Time Limit: No more than three minutes. Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

5. Public Affairs/Community Service/Public Service

For outstanding achievement in a regularly scheduled or special presentation of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. Time Limit: No more than two minutes. Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

6. 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. Scripts must accompany produced pieces. Time

Limit: 15 minutes.

Does all material have to be original?

At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

How does the judging process work?

Entries will be judged by blue ribbon panels composed of television industry professionals and university or media teachers. Judges may not have a conflict of interest, which is described as having direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. To avoid conflicts of interest, judges are assigned to panels for schools submissions in geographic areas other than their own.

How do I enter my work?

Eligibility Requirements

Entries will be accepted only on DVD-R. The readability of the DVD is the responsibility of the entrant. DVDs that cannot be "read" cannot be judged and entry fees will not be refunded. You must submit your DVD entry by mail and the following guidelines shall apply:

- Complete the entry form online at: www.emmysf.tv. Click on Foundation
- E-mail (Excel) entry form to darryl@emmysf.tv, include a copy with your DVD. We recommend that you also print a copy of the entry form for your own records.
- Entries will be accepted on a DVD-R format (DVD minus-R) format only. DVDs must be finalized and "compatibility tested" on a different DVD player than the one used to burn the entry. Brand-name disks are recommended
- Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker or Sharpie to legibly PRINT on the disk: The title of the entry, the category number, school, the main entrant's name and the running time. Ink jet or laser printing applied directly to the DVD face is acceptable. Use a clear sleeve or clear DVD plastic case, square shaped is best.
- In the writing category, a full script of the entry must be included with the DVD.
- Only one entry per DVD.

What does it cost to enter?

Each entry requires an accompanying **processing fee of \$25.00** payable via Visa, MasterCard, or American Express. This fee is NON-REFUNDABLE. Entrants may pay by check or money order (To the order of NATAS SF/NorCal) if the use of a credit card is not possible. Credit Card payments accepted online at www.emmysf.tv, click on Foundation. We are using the ticket reservation system, so # of tickets @ \$25 is the same as number of entries.

ENTRY ERRORS AND OMISSIONS: The San Francisco/Northern California Chapter of The National Academy of Television Arts and Sciences assumes no responsibility for the accuracy, errors, or omissions of information made by individuals in the submission of entries pursuant to this notice. Entrants are urged to read the Rulebook and to follow its instructions carefully. Entrants are solely responsible for submitting correct information such as name credits and other factual information pertaining to the submission. The San Francisco/Northern California Chapter of the National Academy of Television Arts and Sciences will not accept submissions, which are contrary to or in conflict with any of its rules or regulations.

IMPORTANT!

Entries missing information on the entry form, or which have incorrect fees, or do not follow the guidelines for entry preparation will be subject to a \$15.00 reprocessing fee for each correction, which requires manual intervention including the addition or deletion of names, or the entry may be subject to disqualification.

The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry.

Submission of the entry constitutes permission for the Chapter to telecast, screen or webcast all or portions of the entry.

What is the deadline for entries?

The San Francisco/ Northern California Chapter of The National Academy of Television Arts and Sciences must receive all entry forms, entry attachments, processing fees, and DVDs no later than **Friday, October 23, 2009.**

Entry form available online (excel format) www.emmysf.tv click on foundation.

You may also pay by credit card online.

ENTRIES (script and video) ARE ONLY ACCEPTED BY MAIL. SEND TO:

High School Student Television Award

NATAS SF/NorCal

4317 Camden Avenue

San Mateo, CA.94403-5007

For All Entries:

All entries must be submitted as originally broadcast, cablecast or webcast. NATAS 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 San Francisco/Northern California Chapter of The National Academy of Television Arts and Sciences.

USE OF EMMY® MARK

Schools and student award recipients may refer to the fact that they are recipients of a San Francisco/ Northern California Chapter High School Student Television Award for Excellence, but may not use the EMMY® name or replica of the EMMY® figure in any form of commercial advertising or promotion.

For further information, advice or clarification, contact:

(650) 341-7786 or (415) 777-0212

Fax: (650) 372-0279

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