



41<sup>st</sup> Annual  
Northern California Area  
**EMMY® AWARDS**  
**CALL FOR ENTRIES**



Entry Deadline: Friday, January 27, 2012  
**Deadline to Upload Entry to Emmy® Express: Friday, February 3, 2012**

**Eligibility Area:** The San Francisco/Northern California Chapter area (Visalia to the Oregon border), Hawaii and Reno, Nevada. This area encompasses the following Designated Market Areas: 6–San Francisco–Oakland–San Jose, 20–Sacramento–Stockton–Modesto; 55–Fresno–Visalia, 71–Honolulu, 108–Reno, 124–Monterey–Salinas, 130–Chico–Redding, 194–Eureka.

**Eligibility Period:** All entries must have been originally distributed in the eligibility area during the awards year, **January 1 through December 31, 2011.**

**Standard Rules:**

**Purpose:** To recognize outstanding achievements in television and allied media by conferring annual awards of merit in the Chapter's designated award region. The presentation of these awards is intended to be an incentive for the continued pursuit of excellence for those working in the television and media industry and to focus public attention on outstanding cultural, educational, technological, entertainment, news, informational programming and craft achievements in television and on-line.

**Eligibility:** To be eligible entries must have been distributed to the general public via broadcast, cablecast, or broadband by a television station, a cable company, satellite, internet or similar distribution system.

**Broadcast entries** must have been produced for the Chapter's designated awards area and must have had their first transmission in that awards area during the eligibility period. Entries must not have been available for viewing by more than 50% of the U.S. television homes during the eligibility year. Entries that are available to more than 50% of the U.S. television homes should be submitted to NATAS' national awards (see exceptions).

**Broadband entries** must have been intended for consumption and be 'of primary interest' to a regional audience. It is advised that broadband content intended for a *wider* audience (a national audience) be submitted for consideration in the National Academy of Television Arts and Sciences' national competitions.

**Cablecast entries** are deemed available *for an entire market* if the cable channel on which they appear is generally available to that market, regardless of the actual number of subscribers the cable channel may have in the market.

Entries which are broadcast only on a **Super Station** and which are specifically designed *exclusively for their local market* may be accepted for regional judging, even if the retransmitting of the station's signal by cable systems make it available to more than 50% of the American television households. This may include regional newscasts or programs dealing with issues specifically related to the local community.

Entries dealing with national news or entries dealing with subjects of general interest beyond the local market are not eligible for regional judging. The Chapter's Awards Committee may resolve questions of eligibility for such entries. Petitions, in writing, can also be forwarded to the National Awards Committee for final review and judgment. Works accepted for regional judging under this exception may not be submitted for National consideration.

Program length commercials (infomercials) and closed circuit programs are not eligible.

Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute. Entries must be submitted as originally shown. There may not be any post-broadcast changes except as noted in the category descriptions.

**No entry may be submitted to more than one Chapter's awards. Different episodes from the same series can only be entered in one Chapter's awards.**

**Ineligible entries may be disqualified during any phase of the competition.**

**Student Productions:** Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award recipients may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

**Exceptions to the 50% Rule:**

1. Local station news coverage that may receive national exposure should be submitted to regional Emmy® Award competitions.
2. The treatment of a local community issue by a super station that is directed specifically to those living inside the station's home market maintains its eligibility in regional Emmy® Award competitions.
3. A local program that later receives national distribution may compete in both regional and national awards competitions, but not in the same eligibility year.
4. Local segments that are eligible to participate as entries in national Emmy® Award competitions (i.e. News & Doc, Community & Public Service) may compete in both regional and national awards competitions under prevailing rules.
5. Broadband entries that can be seen worldwide via the internet are eligible for regional competition if the content was primarily intended for consumption in the Chapter's designated awards area.

**Original Material:** At least two-thirds of a program entry must consist of original material, unless previously produced material has been given some unique and creative treatment that, in the opinion of the Chapter Awards Committee, results in an original program. Entrants must identify all non-original or sponsored material, including its location in the program. Pre-purposed or re-purposed material is not eligible.

**Composites:** A composite is defined as a sampling of two or more representative segments or elements that convey to a judging panel the scope, breadth, or range of an individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. Demo reels or montages are not

allowed. One to two seconds of black between cuts, with no audio or slates must be added to separate segments within the composite. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift.

**Double-Dipping:** The same program or segment may be entered only once in the awards, regardless of the category. Any entry that airs as both a multi-part series and as a full-length program may be entered only once in the competition in either form, regardless of the amount of new material added. A multi-episode program or series may only be entered in one category, not separate categories depending on the content of each episode.

An individual can only be recognized once for performing the same job, utilizing the same program content. For example, a Producer cannot enter the same material as both a full program and then parts of the same entry in the segment category. Nor can they enter the same material in both news and program categories. Craft persons, like writers, photographers, editors, etc., are allowed to enter in programming categories if they directly contributed to the content of the program or segment, and have the permission of the primary producer. If a craft person does enter in a program category, they are prohibited from entering the same piece again in their respective craft category.

The only exception to this rule is when a craft person performs multiple jobs on an entry; for example if they served as photographer and writer on the program. Then, they would be eligible to enter both in photographer and in writing. Under this example they could be recognized twice, as photographer and writer, since those are deemed separate job functions.

**Language Other Than English:** Spanish-language entries may be entered and will be judged by a panel of Spanish-speaking, peer judges.

Programs in languages other than English or Spanish may also be entered; however judging of these entries in their native language is subject to the availability of qualified, peer judges who speak the language of the entry. Therefore, NATAS requires that these entrants submit a DVD with English subtitles or with English on a second audio channel, a précis or English transcript.

**Membership:** Membership in The National Academy of Television Arts and Sciences is not required to enter the Emmy® Awards.

**Judging Procedure:** Entries made to this Chapter will be judged by panels assembled by other NATAS Chapters. These panels shall be comprised of no fewer than 5 judges who shall be certified as peers. No more than 3 judges on a panel may be employed by the same station or company. Judges may not have a conflict of interest, which is described as having a direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. Group ownership, by itself, does not necessarily create a conflict of interest.

**Non-Competitive Judging:** Entries are judged against a standard of excellence and do not compete against each other. There may be one award, more than one award or no award given in each category. Any exceptions will be noted in the category description.

**Judging Requirement:** The success of the Emmy® Awards process depends on the willingness of qualified professionals to serve as judges. Peers in other NATAS Chapters are serving this Chapter's entrants. This Chapter will judge other Chapter's entries. By entering, you agree to serve as a judge when asked.

**Intentional Falsification:** The entrant warrants that he/she/they are the party(ies) most responsible for the award-worthiness of the entry. The intentional falsification of production credits or entry credits may be the basis for disqualification.

**Entry Errors and Omissions:** The National Academy of Television Arts and Sciences 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. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

**Entry Format:** After completing the Emmy® Express online entry from you will be prompted to upload your video. Just follow the step by step process. The standard upload is 480 x 360. Depending on the length of your entry and your internet connection, the upload may take long time. Do not close your browser until the status bar tells you the upload is complete. You must view and approve your video for final submission. All judging and balloting of your entry will be done online this year.

**Award Ownership:** Emmy® Awards are presented to individuals, not to their employers. Ownership of the Emmy® statuette is retained by the individuals and The National Academy of Television Arts and Sciences, even if an employer pays entry fees. Stations, studios and production companies may order a commemorative statuette for public display at their place of business (up to a maximum of three per winning entry). The statuette is engraved the same as the actual Emmy® Award, with the word “commemorative” added on the rear of the statuette.

**Who Receives the Award?** Producers, craftpersons and other statue-eligible entrants as listed on the entry form receive the Emmy® statuette, except where noted. Others who work on a nominated or winning entry may order production certificates or plaques.

**Crafts Achievement:** In the Crafts Achievement Awards, those who actually perform a specific discipline receive the Emmy® statuette. Supervising or directing the work of others does not qualify for Crafts Achievement Awards, except for achievements in directing categories.

**Promotion:** All publicity, advertising or any written reference undertaken by nominees and award recipients to the Emmy® Awards, must clearly state that the awarded achievement is for a (insert chapter's name here) Regional Emmy® Award. The Recipient of a nomination or an Emmy® Award may refer in advertising and publicity to the fact that they have been honored for one year after the recognition was bestowed. They may use a replica of the Emmy® statuette in such advertising. The statuette itself may not be reproduced or used in any other commercial manner without written permission from NATAS. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS must accompany any portrayal of the Emmy® statuette or moniker.

**General Rules:** Entrants may submit as many different entries per program in Categories 6-21 as desired. There is no limit to the number of submitting individuals who are eligible to win an Emmy® award statuette. Except for the craft areas, the primary person responsible for submitting the program or segment is the producer who **must** enter. He or she must concur that the additional entrants were also **active participants**. Executive Producers acting solely as administrators, (i.e., without having hands-on or creative input) of entered programs or segments **are not** eligible for statuettes.

Emmy® entrants are limited to the persons who participated in the creative process of the program; i.e., producer, director, photographer, writer, editor, etc.

A complete program or segment may be entered only once in Categories 6-21. Producers cannot enter the same material in any of Categories 6-21 both as program and segment producers. The same entrant cannot enter the same material in both news and program craft categories.

A series of stories can only be entered once in Categories 6-21. For example, you are not eligible to enter parts 1-3 in one category and part 4 in a different category.

For original programs longer than 30 minutes in length and not noted as having a time limit of 60 minutes, you have the option of submitting the first 30 minutes of the program **or** a composite of 3 unedited segments/lifts. The 3 excerpts must be the opening, middle and ending of the entry. Each excerpt should be approximately 10 minutes for a maximum total of 30 minutes.

**If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program.**

**Entry Procedure:** All entrants must submit a fully completed entry form (**complete Online at [www.emmysf.tv](http://www.emmysf.tv)**), the applicable entry fee(s), and upload their entry through Bits on the Run as “aired,” except for removing commercials.

Please contact the National Academy office if you have a problem with the online entry or the uploading instructions. Entrants are responsible for the technical quality of their entries.

**Entry Preparation:** After completing the online entry form, follow the Emmy® Express guidelines for uploading your entry. The total running time and air date(s) of each entry **must be** provided on the entry form. As an aid to judges, a précis (written description of your entry) may be submitted stating why the entry is award-worthy. Space is provided on the entry form, up to 100 words, for this purpose. Enter online in the “description” section. This précis information will automatically be included on the ballot and read by judges prior to screening.

In Categories 6-21, a member of the production team may submit the entry if the entry is accompanied by a note naming the producer and stating that he/she has declined to participate.

**Entry Fees:** The appropriate member or non-member entry fee is required for **each person** listed as an entrant.

Each Individual Name on Entry	San Francisco	Fresno	Reno/Salinas/	
	San Jose	Sacramento	Hawaii	Chico/Eureka
<b>NATAS Member:</b>	<b>\$70</b>	<b>\$65</b>	<b>\$55</b>	<b>\$45</b>
<b>Non-Member:</b>	<b>\$200*</b>	<b>\$195*</b>	<b>\$155*</b>	<b>\$120*</b>

Your membership **must** be paid through 2012 to be considered a current NATAS member. A membership form is available online for your convenience. Pay on-line with credit card or complete the form and mail in a check. Join NATAS now with your current Emmy® entry.

### **JOIN THE NATIONAL ACADEMY TODAY AND SAVE \$\$\$**

Membership in The National Academy of Television Arts and Sciences **is not** required to enter the Emmy® Awards. \*By joining the National Academy you save \$20 on your first entry and up to \$130 on additional entries. See online membership form for dues fees based on market area. If you were not a member in good standing during 2011, you **must** re-join NATAS as a new/returning member.

**Entry Deadline: Friday, January 27, 2012**

**Deadline to Upload Entry to Emmy® Ex[ress: Friday, February 3, 2012**

COMPLETE ENTRY FORM ONLINE at [www.emmysf.tv](http://www.emmysf.tv); you can pay by American Express, VISA or MasterCard. Emmy® Express will issue an invoice to mail in with your check. Submit list and payment to the National Academy office.

**Make Checks Payable To: NATAS SF/NorCal.**

Mailing Address:

**Darryl Compton**, Executive Director

(650) 341-7786

**NATAS SF/NorCal**

**4317 Camden Avenue, San Mateo, CA 94403-5007**

**Entry Usage:** Recipient entries will be archived in the Special Collections Department at San Francisco State University.

**Winning Entry Broadcast Waiver:** I (we) agree by submitting and therefore entering my/our Emmy® entry, grant the Chapter the following: Full and complete authority for the Chapter to broadcast, edit, and or make any other changes they deem necessary to my/our entry at their sole discretion. The Chapter is granted full and complete authority to include my/our entry in an Emmy® broadcast, other related broadcasts, and Emmy® website streaming.

**WARNING:** After the **January 27<sup>th</sup>** entry deadline, any entry or entrant that is still incomplete (including membership and entry fees) will be subject to a **\$25 reprocessing charge** or disqualification. If an entry must be reprocessed, the original entry fee will not be returned.

**Sunday, April 15<sup>th</sup>**, will be the **FINAL** date the National Television Academy will accept late changes or omissions to entries.

**Awards Procedure:** The Awards Committee is vested with the authority to determine the eligibility of entries and to change any entry's category if improperly submitted. **Such decisions are final.** To that end, the Awards Committee will have a master list of entries available on-line for review on or about **Monday, February 6<sup>th</sup>**. All interested parties should review this list for accuracy as to entrant names, titles, and appropriate fees. Each station or organization will be asked to have a contact person available to answer questions that arise regarding its entries. The Awards Committee will meet on **Sunday, February 12<sup>th</sup>** at 10 am at the NATAS office for final certification of all entries.

**Judging:** For Station/Programming Achievements (Categories 1-24) entries are judged for **Content, Creativity, and Execution.** For Crafts Achievements (Categories 25-32) entries are judged only for **Creativity and Execution.**

Voting is done by secret ballot with scores tabulated by the accounting firm of **Spalding and Company.** The Awards Committee then selects the nominees and recipients from the top scores on encoded lists provided by our accountants.

**Nominations:** Emmy® nominations will be posted on the Chapter website ([www.emmysf.tv](http://www.emmysf.tv)) at **12 noon, Wednesday May 9, 2012.** Each person nominated receives a certificate, suitable for framing. Nomination Certificates will be available for pickup at the Emmy® Awards Gala on **June 9, 2012.**

**The Award:** Emmy® Night 2012 will take place on **Saturday evening, June 9, 2012** at a location to be named. Advanced reservations to this Black Tie Event are required.

At the Awards Ceremony, only one individual may be designated to give a brief acceptance speech on behalf of all the recipients for the entry.

Emmy<sup>®</sup> statuettes will be awarded only to those individuals listed on the entry form. **Remember, the last date to add names is Sunday, April 15<sup>th</sup>** After the Awards presentation, production certificates or plaques may be ordered to honor those individuals the recipients feel contributed to their award-winning entry. These certificates and plaques are available from the National Academy office.

**Questions:**

**Craig Franklin** (415) 744-4442  
Awards Chair [craigfranklin2011@gmail.com](mailto:craigfranklin2011@gmail.com)

**Darryl Compton** (650) 341-7786  
Executive Director [darryl@emmysf.tv](mailto:darryl@emmysf.tv)

**Awards Committee members who are also available to answer questions:**

**San Francisco/Oakland:**

KTVU	<b>Steve Shlisky</b>	(510) 874-0499	<a href="mailto:steve.shlisky@ktvu.com">steve.shlisky@ktvu.com</a>
CBS 5	<b>Julie Watts</b>	(415) 765-8809	<a href="mailto:jawatts@kpix.cbs.com">jawatts@kpix.cbs.com</a>
ABC 7	<b>Wayne Freedman</b>	(415) 954-7479	<a href="mailto:wayne.freedman@abc.com">wayne.freedman@abc.com</a>
KQED	<b>Peter Borg</b>	(415) 553-2393	<a href="mailto:pborg@kqed.org">pborg@kqed.org</a>
KDTV	<b>Maria Leticia Gomez</b>	(415) 538-8012	<a href="mailto:mlgomez@univision.net">mlgomez@univision.net</a>

**San Jose:**

NBC Bay Area **Bob Redell** (408) 476-9636 [Bob.Redell@nbcuni.com](mailto:Bob.Redell@nbcuni.com)

**Sacramento:**

KUVS **Santiago Lucero** (916) 614-1971 [slucero@univision.net](mailto:slucero@univision.net)

**Fresno:**

ABC 30 **Richard Harmelink** (559) 485-0930 [richardlharmelink@abc.com](mailto:richardlharmelink@abc.com)

**Reno:**

KOLO 8 **Terri Russell** (775) 858-8880 x227 [trussell@kolotv.com](mailto:trussell@kolotv.com)

**Hawaii:**

KITV **Pamela Young** (808) 593-6285 [pyoung@kitv.com](mailto:pyoung@kitv.com)

**Small Markets:**

Bridge Media **gayle yamada** (530) 297-0880 [gky92@sbcglobal.net](mailto:gky92@sbcglobal.net)

**Sports:**

Comcast SportsNet **Devon Fox** (415) 615-4724 [dfox@comcastsportsnet.com](mailto:dfox@comcastsportsnet.com)

**Crafts:**

KQED South Bay **Steve Kern** (408) 795-5419 [skern@kqed.org](mailto:skern@kqed.org)

**Freelance:**

**Noelle Walker** (415) 816-1039 [scoop.walker@hotmail.com](mailto:scoop.walker@hotmail.com)

**National:**

KQED **Linda Giannecchini** (415) 553-2245 [lgiannecchini@kqed.org](mailto:lgiannecchini@kqed.org)

**The National Television Academy SF/NorCal:**

President:	<b>Javier Valencia</b>	(510) 465-7222	<a href="mailto:jvalencia2020@gmail.com">jvalencia2020@gmail.com</a>
Awards Chair:	<b>Craig Franklin</b>	(415) 744-4442	<a href="mailto:craigfranklin2011@gmail.com">craigfranklin2011@gmail.com</a>
Executive Director:	<b>Darryl Compton</b>	(650) 341-7786	<a href="mailto:darryl@emmysf.tv">darryl@emmysf.tv</a>

Updated: 11/30/11