



Entry Period:
January 1st 2011-December 31, 2011

Entry Deadline 5pm
Wednesday, February 1, 2012

Nomination Announced
Wednesday, May 16, 2012

Awards Gala at the MotorCity Casino Sound Board
Saturday, June 16, 2012

2011 Call for Entries Emmy® 2011 34th ANNUAL EMMY® AWARDS

CATEGORIES

NEWS PROGRAMMING & NEWS GATHERING

One award, more than one award, or no award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For any entry designated as a series, a minimum of two reports must be included.

Note: Unless otherwise indicated in the category description, program entries (categories 3-26) may be entered in only one programming category.

NEWSCASTS

1. Newscast - Daytime

For excellence in a regularly scheduled daily newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time limit: 60 minutes.**

2. Newscast – Evening

For excellence in a regularly scheduled evening newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time limit: 60 minutes.**

3. Breaking News

For excellence in coverage of a single unanticipated news event that is aired simultaneously with the news event being covered and aired either within or outside of a regularly scheduled newscast. Entry may include multiple live or taped elements and online content.

Time limit: 15 minutes.

COMMENT: This is the “I am here at the bank robbery and the bullets are flying over my head” story. Preparation limit is unnecessary since it must be simultaneous.

Note: Regional winners in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

4. Continuing Coverage

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. Elements may include segments from within or outside of a regularly scheduled newscast, including those presented online. **Time limit: 30 minutes**

COMMENT: The wording has been changed to reflect that it is coverage with a number of reports not just over a period of time. Also, change has been made to indicate that the coverage is of one story. This would be considered a producer’s entry and not a station entry since it is one story coverage.

5. Investigative Report

For excellence in reporting of a news community problem requiring research and investigative journalism, aired within a newscast. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting. **Written documentation is required (100-word limit). Time limit: 30 minutes.**

Note: Regional winners in this category are eligible, at their discretion, to compete for a crystal pillar in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.

6. Feature News Report

A. Light Feature

B. Serious Feature

For excellence in reporting of a single feature news story or topic aired within a newscast.

Time limit 10 minutes.

NEWS & PROGRAM SPECIALTY

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers, and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of 3 segments/lifts is permitted to bring longer program entries to the required time limit.

7. Arts/Entertainment

For excellence in a program, series or special that covers general entertainment, variety or visual and performing arts. **Time limit: 30 minutes.**

8. Business/Consumer

For excellence in a program, series or special that covers business, finance, consumer affairs or economic topics. **Time limit: 30 minutes.**

9. Children/Youth/Teens

A. News Feature

For excellence in coverage of issues of specific interest and value to a target audience 12 years of age and under (children/youth) or 13 and older (teens). **Time limit: 10 minutes.**

B. Program/Special

For excellence in a program, series or special that covers issues of specific interest to a target audience 12 years of age and under (children/youth) or 13 and older (teens). **Time limit: 30 minutes.**

10. Education/Schools

For excellence in a feature or segment from a program, series or special that covers schools, teaching or education. **Time limit: 10 minutes.**

11. Environment

For excellence in a feature or segment from a program, series or special that covers environmental impact issues, topics or subject matter. **Time limit: 10 minutes.**

12. Health/Science

A. News Feature

For excellence in coverage of health, science, medical topics or subject matter. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a program, series or special that covers health, science, medical topics or subject matter. **Time limit: 30 minutes.**

13. Historic/Cultural

A. News Feature

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a program, series or special that covers historical, cultural and/or ethnic issues or topics. **Time limit: 30 minutes.**

14. Human Interest

A. News Feature

For excellence in coverage of stories that appeal to the human spirit. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a program, series or special that covers subject matter that appeals to the human spirit. **Time limit: 30 minutes.**

15. Politics/Government

For excellence in a program, series or special that covers political, civil, government issues or subject matter. **Time limit: 30 minutes.**

16. Religion

For excellence in a program, series or special that covers subject matter of a religious and/or spiritual nature. **Time limit: 30 minutes.**

17. Societal Concerns

A. News/Feature

For excellence in coverage of current issues of societal concern, social ills, community or general public interest. **Time limit: 10 minutes.**

B. Program/Special

For excellence in a program, series or special that covers current issues of societal concern, social ills, community or general public interest. **Time limit: 30 minutes.**

18. Specialty Assignment Report

For excellence in coverage of special interest information that consists of, on-going segment involving specialized reporting expertise (i.e., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.). **Time limit: 10 minutes.**

19. Sports

A. News Feature

For excellence in coverage of sports in general, sports related topics or subject matter within a news program. **Time limit: 10 minutes.**

B. Program Feature/Segment

For excellence in a feature or segment from a daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. **Time limit: 10 minutes.**

C. Daily or Weekly Program

D. Program Series

For excellence in a daily or weekly sports program, or for coverage of a one-time-only sports event (not sporting game or play-by-play) or sports series. Entry may be live or taped. Entry must have, as its basis, special coverage not to be taken from a scheduled newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. **Time limit: 30 minutes.**

E. One-Time Special

For excellence in a one-time sports related special program that is not part of a-scheduled daily or weekly sports program. Entry may be live or taped. Entry should have no post edits except for the removal of commercials. **Time limit: 30 minutes.**

20. Sporting Event/Game – Live/Unedited

A. Program/Special

B. Series

For excellence in production of a single program, special or series, live or live-to-tape sports event or game. A composite is required and can include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion. **Time limit: 30 minutes.**

21. Weather

For excellence in coverage of weather in general, weather related topics or subject matter within a news program. **Time limit: 10 minutes.**

PROGRAMMING

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segments/lifts is permitted to bring longer program entries to the required time limit. If preferred, long-form programs can be accepted in their entirety. However, judges are only required to screen 25% of the full program.

22. Documentary

- A. Cultural**
- B. Historical**
- C. Topical**

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance. **Time limit 60 minutes.**

23. Interview/Discussion

For excellence in a program, series or special consisting of interview/discussion material that is at least 75% unscripted. **Time limit: 30 minutes.**

24. Magazine Program

For excellence in a program, series or special consisting of various stories of regional interest designed to entertain and inform. **Time limit: 30 minutes.**

25. Public/Current/Community Affairs

For excellence in a program, series or special on current issues of societal concerns, social ills, community or general public interest. **Time limit: 30 minutes.**

26. Special Event Coverage (other than News or Sports)

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 70% live material. **Time limit: 30 minutes.**

SPOT ANNOUNCEMENTS

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be regionally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material. **Spots may be 5-seconds to 5 -minutes in length.** Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included.

27. Community/Public Service (PSAs)

- A. Single Spot**
- B. Campaign**

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

28. Promotion

A. News Promo - Single Spot

B. News Promo - Image

For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

C. Program – Single Spot

D. Program - Image

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

29. Commercial

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market. **Spots may be 5-seconds to 5-minutes in length. Program length commercials (infomercials) are not eligible.**

SPECIAL ACHIEVEMENT

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry.

30. Station Excellence

For excellence in overall station or cable/sports system operations, during the eligibility period. Entry should reflect the station or cable/sports system's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the organization and involvement in the community, and any further evidence of excellence. Entry should emphasize the quality, breadth and efficacy of the organization's operations, stressing substance rather than style, and exhibit -performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements. **Entry length shall not exceed 60 minutes.**

CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific craft discipline 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.**

While craft entrants may submit more than one entry per craft discipline, only **one** of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries.

Craft awards are intended for hands-on craftpersons, not those that supervise craftpersons.

31. Audio

32. Craft Specialty

- A. Musical Composition/Arrangement**
- B. Makeup**

33. Director

- A. Live or Live to Tape**
- B. Newscast**
- C. Post-Production**

34. Editor

- A. Program** (Non-News)
- B. Short Form** (Promos, PSAs, Commercials, Opens, etc.)
- C. News**
- D. Sports**

35. Graphic Arts

- A. Graphics**

36. Lighting

37. News Producer

Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere.

38. On-Camera Talent

- A. Anchor – News**
- B. Anchor – Weather**
- C. Anchor – Sports**
- D. Performer/Narrator**
- E. Program Host/Moderator**
- F. Reporter – General Assignment**
- G. Reporter – Sports**

39. Photographer

- A. Program** (Non-News)
- B. News**

40. Writer

- A. Program** (Non-News)
- B. Short Form** (Promos, PSAs, Commercials, Opens, etc.)
- C. News**

41. Video Journalist

For excellence by a single individual, covering a single or multi-part story or topic. The video journalist acts as a cross-discipline producer, serving as photojournalist, editor, talent, writer and producer for the story. Entry may not be entered in any other craft or program category.

STUDENT PRODUCTION

A crystal pillar is awarded in this area for excellence in a program or segment produced and executed by students at a university, college or technical/vocational school during the eligibility year. Entry must be validated by a professor/teacher. Students responsible for the production, as specified in writing by the school, will each receive an Emmy® certificate. **Time limit 30 minutes.**

42. College/University Student Production

- A. News**
- B. Non- News Programs**

43. 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.**

44. 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.**

45. Editor

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.**