

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

Rules, Regulations & Forms
2006 - 2007



46TH ANNUAL
HUMANITARIAN
& PUBLIC SERVICE
EMMY® AWARDS



**NATIONAL
TELEVISION
ACADEMY**

THE 46TH ANNUAL
**HUMANITARIAN &
PUBLIC SERVICE
EMMY® AWARDS**

The Award

The Humanitarian & Public Service Emmy® Awards are presented annually by the National Television Academy. The awards acknowledge outstanding Public & Community Service television campaigns in the United States which, in concept and execution, effectively imparts information for the well-being of the individual, the community or society as a whole, or focuses interest and marshals support for worthy causes. Submission of your campaign on an Official Entry Form implies that you have read and accepted the following Rules and Regulations.

Important Dates

January 1, 2006 – June 20th, 2007

Broadcast Eligibility Period

June 20th, 2007

Deadline for Entries to be submitted

September 17th, 2007

Finalists announced

Late Fall, 2007

Winners announced at the 46th Annual Humanitarian & Public Service Emmy Awards in New York City; Venue to be determined

All entries must have originally been available for broadcast between **January 1, 2006 and June 20, 2007**.

Entries in Humanitarian & Public Service may not be entered in any other National Emmy® Awards competition in the United States.

A campaign which was available for broadcast during a previous awards year is not eligible for participation in the current competition in Humanitarian & Public Service.

Categories

National Award for Public Service Announcement

The entry must be an announcement whose basic goal is service, enlightenment or change in the community and nation as a whole. The television station or organization entering the campaign must be clearly identified as having originated and produced the entry.

Public Service Announcements are divided into four separate categories:

National Public Service Announcement – Entry must have aired in more than 50% of the nation's broadcast markets.

Local Public Service Announcement – Entry must have been aired in less than 50% of the nation's broadcast markets.

Public Service Announcement from a Sponsored Commercial – In recognition of the good work produced by America's corporate citizenry, this award honors a worthy organization whose commercial message has contributed to the greater good of the American community. Entry must have aired in more than 50% of the nation's broadcast market.

Public Service Announcement/Broadband – this category recognizes outstanding achievement in content for broadband and portable delivery platforms such as personal media players, cellphones and the web. Entries cannot include material that was created for traditional over-the-air broadcast and repurposed for delivery over broadband outlets unless the material has been given some unique and creative treatment that results in an original campaign.

National Award for Community Service

Community Service Award - The entry is a campaign whose goal is to service, enlighten and foster change in a community. This campaign goes into far greater depth than those in the Public Service categories. It would include multiple long-form programming segments to fully cover an issue and may also include the use of other media such as newspapers, newsletters, community outreach events, etc., to further publicize and highlight the campaign.

Community Service Announcement/Broadband – echoing the traditional community service award, this category recognizes outstanding achievement in content for broadband and portable delivery platforms such as personal media players, cellphones and the web. Entries cannot include material that was created for traditional over-the-air broadcast and repurposed for delivery over broadband outlets unless the material has been given some unique and creative treatment that results in an original campaign.

Judging Criteria

Concept: Does the campaign/commercial attempt to tackle a problem, promote a desirable end or enrich and enlighten the community?

Effectiveness/Impact: Does the campaign/commercial effectively indicate its objective and either directly or indirectly accomplish it?

Execution: Is the campaign/commercial so produced that the creative elements are outstanding and enhance its objective?

NATIONAL AWARD FOR HUMANITARIAN & PUBLIC SERVICE

The judging will be in two phases:

National Finalists – Every entry will be judged in a chapter of the National Television Academy (there are 19 chapters of the organization). This will result in the selection of the National Finalists. To insure complete objectivity, this judging will be done in a chapter city or region other than the one from which the entry is submitted. The judging committee in each chapter will be comprised of at least 8-10 judges. The National Finalist will be determined by their majority vote.

Winner – The National Finalists from the chapter will be submitted to a Blue-Ribbon Panel, which will be made up of judges other than those who served on a regional committee. All judging panels will consist of individuals prominent in the fields of government, religion, education, business, law, medicine, communication and the arts.

Entry Preparation

DVD PREPARATION

Send two DVDs of each entry.

Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs on multiple players to avoid compatibility problems. (Broadband entrants see below.)

Campaigns in Broadband: Entries are intended to be screened in their native format (compression rate, frame rate, etc.) as originally produced, or in close approximation, so that judges can simulate the original viewing experience. Thus, entries will be screened on computer monitors connected to a universal computer. Entries must be submitted on a CD-R as a single file. We recommend submitting them as an MPEG2 file which is compatible with the following players: QuickTime version 6 or better, Flash, RealPlayer version 10 or better and Windows Media Player version 9 or better. If you have a question about formatting please contact Paul Pillitteri at 212-586-8424.

Community Service: The entry may be a single special campaign or a selection of one from a series of campaigns. Series entries may be represented by a composite of no more than three episodes which were originally shown during the eligible year. Entries should not exceed 60 minutes. Judges will be instructed to watch the first hour of any campaign that exceeds the 60 minute limit.

Public Service Announcements: Up to three announcements from the same campaign may be included in a single entry. Entries should be in 15, 30, or 60 second spots. Judges will be instructed to watch the first three spots of any campaign that exceeds the maximum entry limit.

You may submit as many entries as you wish, however a separate entry form, fee and two DVDs must be sent with each additional entry. DVDs will not be returned.

Dip to black between all spots/segments.

NO INTERNAL EDITING

The entry 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.

SLATING YOUR ENTRY

Include a Slate at the beginning of your entry listing: Entry Category, Title of your Campaign, Spots, and Running Time.

LABELING YOUR ENTRY:

DVD/CD-Rs and cases (standard theatrical release cases please) must be labeled with the following information:

- Entry Category
- Title of Campaign/webcast/mobisode, etc.; and Running Time of submission
- Title of spots; and Running Times of Spots
- Original “air” date
- Name and phone number of entrant or contact

FOREIGN LANGUAGE ENTRIES

Entries that are in a language other than English must include either an English language voiceover or English Subtitles.

ESSAY

Two copies of a one-page essay explaining why the campaign is Emmy® worthy in theme or content, objectivity, and accomplishment(s) should be included with your entry. You may also choose to include additional documents of impact such as news reports, statistics, letters, etc. (see Judging Criteria on p. 3 for additional description points). If you are entering one of the non-traditional format categories, please indicate which platform the content was originally produced for.

Statue & Plaque Eligibility

WHO RECEIVES STATUES?

Local/National Public and Community Service: The Humanitarian & Public Service Award does not recognize individuals but the sponsoring and producing organizations that have fostered the program. One Emmy® statue will be presented to each Emmy®-winning campaign at the Public and Community Service award ceremony in the Fall of 2007. In the event that there are two Sponsoring or Producing organizations responsible for the same Emmy®-winning campaign, the National Television Academy will allow any additional statues to be purchased by these organizations.

Public Service Announcement from a Sponsored Commercial: The Public Service Announcement from a Sponsored Commercial does not recognize individuals but the sponsoring and producing organizations that have fostered the program. One Emmy® statue will be presented to the Emmy®-winning Public Service Commercial campaign at the Public and Community Service award ceremony in the Fall of 2007. In the event that there are two Sponsoring or Producing organizations responsible for the same Emmy®-winning campaign, the National Television Academy will allow any additional statues to be purchased by these organizations.

NOMINATION AND PRODUCTION PLAQUES

Nomination: One plaque will be awarded to each nominated campaign and commercial at the Humanitarian & Public Service Award ceremony.

Personal Nomination Plaques: Nomination plaques may be purchased by the Executive Producer(s) or Producer(s) of an Emmy®-nominated campaign in recognition of their achievement in addition to (Craft) individuals such as Director(s), Camera Operator(s), Writers(s), Host(s), Anchor(s), Reporter(s), etc who made a significant material contribution to the creative content of an Emmy® nominated entry.

Production: Plaques may be purchased by the Executive Producer(s) or Producer(s) of an Emmy®-nominated campaign in recognition of those (Craft) individuals such as Directors, Camera Operators, Writers, etc., who made a significant material contribution to the creative content of an Emmy® winning entry.

Special Notes

ERRORS AND OMISSIONS

The National Television Academy 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 relevant information.

No Additions to the credits of a nomination should be will be accepted once the announcement of nominations has been posted.

Please have all Statue and Plaque orders should be placed within two weeks after the awards presentation.

RULES FOR THE PROTECTION OF THE EMMY® STATUETTE

The Emmy® statuette is the property of and all rights are reserved by the National Academy of Television Arts and Sciences.

The Emmy® statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the Academy, it being understood that possession of the same is solely for the benefit of the recipient and recipient heirs or successors in interest.

If a recipient or the recipient's heir or successor in interest proposed to sell or otherwise dispose of the Emmy® statuette, such persons shall be obligated to return the statuette to the National Academy of Television Arts & Sciences which will retain the same in storage in memory of the recipient.

The fee per entry, regardless of length, is \$300. Ship PREPAID.

Entrants submitting more than one entry should include an inventory of all submissions, listing entry category, campaign title, total entry fees, and total amount of payment. This will also assist in calculating the total entry fee.

Checks must accompany your entry form, and made payable to NATAS. MasterCard and Visa are also accepted for payment.

Send entry material and DVDS to:

National Television Academy
Humanitarian & Public Service Awards
111 West 57th Street, Suite 600
New York, NY 10019-2271
Phone: (212) 586-8424 Fax: 212.246.8129
www.emmyonline.tv/emmy/public.html

If you have any questions, please contact:

Paul Pillitteri
Director, Humanitarian & Public Service Awards
(212) 586-8424
ppillitteri@emmyonline.tv

THE 46TH ANNUAL
**HUMANITARIAN & PUBLIC SERVICE
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FOR ASSISTANCE CONTACT:
Paul Pillitteri
 Director, Humanitarian & Public Service Awards
 ppillitteri@emmyonline.tv
 (P) 212.586.8424 (F) 212.246.8129

OFFICIAL ENTRY FORM

PLEASE READ THE RULES & PROCEDURES BEFORE FILLING OUT THIS FORM

Eligibility Period: January 1, 2006 – June 20th, 2007 **Deadline for Entry Form, DVDs & Payment:** June 20, 2007

In order to have your campaign considered, include all of the following information:

- The complete Entry Form (fill out all information completely and carefully)
- Entry fee payment (\$300)
- 2 DVDs of the entry
- Complete list of credits
- Two copies of a brief synopsis of the theme or content, objective, and accomplishment of your entry. Include any available documentation of the impact (news reports, statistics, letters, etc.).

CAMPAIGN INFORMATION

CATEGORY:

- COMMUNITY SERVICE CAMPAIGN/BROADBAND
- PUBLIC SERVICE ANNOUNCEMENT/BROADBAND
- PUBLIC SERVICE ANNOUNCEMENT FROM A SPONSORED COMMERCIAL
- COMMUNITY SERVICE
- NATIONAL PUBLIC SERVICE ANNOUNCEMENT
- LOCAL PUBLIC SERVICE ANNOUNCEMENT

CONTACT:

Last Name	First Name	Title	Company
Address		City	State Zip
Phone (work)	Phone (home)	Fax	Email

SUBMISSION INFORMATION:

Title of Campaign:	<input style="width: 100%;" type="text"/>		
If PSA, Title(s) of Spot(s):	<input style="width: 100%;" type="text"/>		
Sponsoring Organization(s):	<input style="width: 100%;" type="text"/>		
Advertizing Agency(ies):	<input style="width: 100%;" type="text"/>		
Production Company(ies):	<input style="width: 100%;" type="text"/>		
Network:	<input style="width: 25%;" type="text"/>	Date of Initial Broadcast: <input style="width: 25%;" type="text"/>	Total Running Time of Entry: <input style="width: 25%;" type="text"/>

Sponsoring and Producing organizations from Emmy winning Public Service announcements are eligible for statues. Although Crafts people such as Writers, Directors, and Editors are NOT statue eligible, they are eligible for Production Plaques. Please include these individuals in your attached credit list.

ENTRANTS:

1				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email
2				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email
3				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email
4				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email
5				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email
6				
	Last Name	First Name	Position	Company
	Address	City	State	Zip
			Phone	Email

Attach additional pages as needed

I certify that the information in this entry form is true and correct and meets all the national eligibility requirements as listed in the National Television Academy Public and Community Service Rules and Procedures Booklet. I further understand that NTA will make the final determination as to the eligibility of this entry. I grant NTA permission to show excerpts of from this entry at NTA events and on its website.

Signature: _____ Date: _____

In order to be eligible, the entry form MUST be signed by either the Executive Producer or Sponsor of the production.

SHIPPING INFORMATION:

Consolidation of all DVDs for shipping is required.
 Paperwork and DVDs are to be sent directly to:
 National Television Academy
 Humanitarian & Public Service Awards
 111 West 57th Street, Suite 600
 New York, NY 10019-2271

PAYMENT INFORMATION:

ENTRY FEE: \$300.00
 All entries are non-refundable.
 Acceptable forms of payment:
 Check (payable to NATAS)
 Credit Card - Visa & MasterCard ONLY
 Fill out payment form provided.

THE 46TH ANNUAL
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PAYMENT FORM

ENTRY FEE: \$300.00

Acceptable forms of payment:

- Check (payable to NATAS) Credit Card (Visa & MasterCard ONLY)

CHARGE:

- Visa MasterCard

Name on Card

Card # Expiration Date

Billing Address:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	City	State	Zip

Signature: _____ **Date:** _____

(PLEASE NOTE: Credit Cards cannot be processed without the cardholder's printed name and signature.)

MAIL ENTRY FORMS AND SUPPORT MATERIALS TO:

**National Television Academy
Humanitarian & Public Service Emmy Awards
111 West 57th Street, Suite 600
New York, NY 10019
(212) 586-8424**

* A copy of the front page of this entry, will be faxed to you and will be your receipt that the entry was received by the Academy.