

35TH ANNUAL  
**DAYTIME**  
**ENTERTAINMENT**  
**EMMY® AWARDS**



*2007 - 2008*

*Rules & Procedures*

# GENERAL RULES AND ELIGIBILITY

## ***Who is eligible to enter the Daytime Entertainment Emmy® Awards?***

### GENERAL REQUIREMENTS

In order to be eligible, **all programming** and the related craft achievements must air originally or predominantly, nationwide, **between the dates of January 1, 2007 and December 31, 2007 within the hours of 2:00 a.m. and 6:00 p.m.** and must have been available to more than 50% of the total U.S. national market. All shows must contain at least 2/3 original material. All entrants are required to reveal in writing any previously produced material submitted for Emmy® Award consideration which was not done by the entrant(s) themselves. Please email these details to the Daytime Administration.

**Game Shows** which air nationally between **2:00 a.m. and 8:00 p.m. must compete in the Daytime Emmy® Awards contest.** Game shows which are initially broadcast in the standard definition of Primetime (8:00 p.m. - 11:00 p.m. eastern/7:00 p.m. - 10:00 p.m. central) must enter the Primetime Emmy® Awards contest.

Programs must have aired on one of the following:

- Commercial Network Television
- Public Broadcasting
- Syndicated and Group station program

### ***What qualifies a Broadcast program as a "Special"?***

A special is defined as a single original program which is not part of a series and is broadcast in one or two parts.

## ***Who is not eligible to enter the Daytime Entertainment Emmy® Awards?***

### ■ Motion Picture Premiered Programs

Motion pictures originally presented in general release to the public in theaters are not eligible for the Daytime Entertainment Emmy® Awards contest.

### ■ Home Entertainment Premiered Programs

All material originally released as either wholesale or retail video is ineligible.

### ■ Previously Aired Programs

A program or series, which aired and met eligibility requirements during a previous awards year is not eligible for participation in the Daytime Entertainment Emmy® Awards contest.

### ■ Telethons

Telethons aired for the purpose of raising money for political parties are not eligible.

### ■ Clip Shows or "Best of..." Programs

These programs are not eligible.

## ***Who is eligible to enter the New Approaches Categories?***

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### NEW APPROACHES

These categories are meant to recognize innovation and creative approaches beyond the traditional presentations of television programming. They are meant to honor new ways of presenting programming either by utilizing innovative techniques or by providing added value material for the viewer. They recognize that new techniques are being developed which will continue to bring fresh approaches to the viewer experience and will continue to be evaluated for outstanding achievement in content, creativity, and execution. While submissions may enter any applicable program category, those entries which demonstrate innovative techniques are especially suited for the New Approaches categories.

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### GENERAL ENTRY RULES

Entrants do not have to be NATAS/ATAS members, however special Member rates do apply.

Producers, designated Award's Directors, or individual team members may enter on behalf of their program or craft to be considered for nomination. However, the Daytime Administration strongly recommends that programs designate a main contact to handle submissions, as no refunds will be granted for duplicate entries. Please see the [Entry Procedures](#) and submission requirements document for further details on how to enter the 2007 Daytime Entertainment Emmy Awards.

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### GENERAL JUDGING RULES

In order to qualify to judge, you should be an active member of NATAS or ATAS **OR** have national credits in either Daytime or Primetime programming within the last five years. You may also participate as a judge if you have a significant body of work from an earlier time.

You must be 18 years of age or older to vote. Eligibility is determined on a case by case basis. Approval and panel assignment is made based upon information provided on the Judge's Application. In applicable categories, qualified peer judges from other genres will be permitted to judge, if necessary, to satisfy minimum panel requirements.

**Members will be given priority and preference.** Placement is not guaranteed.

All entries of all genres will be viewed and voted upon in a single round of at-home "Blue Ribbon" judging. For those instances wherein a single category whose high volume of entries result in screening sessions that would exceed what is deemed a reasonable viewing length, split panels will be employed. The daytime system randomizes all entries in a particular category and creates a split panel based on the criteria of total viewing hours contained in that category. Daytime Administrators quantify a) the total viewing hours within each split panel b) the number of individual entries contained in each panel and c) like networks and subject material, in order to create a balance. Each entry is scored via a ratings system (where each entry is judged on its own merit) and a generous raw score-based evaluation will determine advancement of entries to a final judging round.

Those entries receiving the highest tabulated scores in the second round of viewing for split panels, and in all other cases, will determine the official Nominees and the winner (or winners in the case of a tie).

Individual Achievement in Animation is a juried award, in which one, more than one, or no winners will be determined by a panels of judges from the Animation peer group in LA.

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## GENERAL RULES AND NOTES

### Nomination Procedures

The number of nominations will not exceed 1/3 the number of entrants in the respective category unless there is a tie, and unless the application of this rule would yield just two nominees. In these such categories, the said rule will be waived, with the understanding that there will always be a minimum of three and a maximum of five nominations per category (except in the case of a tie). When and if, in fact, a tie results, the number of nominations will be determined by the awards committee in a “Cut-Off meeting.” In the case of Daytime Drama categories with nine entries, the number of nominations will be four per category. A list of the Emmy® award nominees can be accessed the day that they are announced at [www.emmyonline.tv](http://www.emmyonline.tv)

- Errors or omissions in the nominations listings must be corrected prior to the ceremony. It is the responsibility of the claimant in any eligibility dispute to provide the Academy with evidence of eligibility. There will be a flat fee of \$150 for each addition or omission following nomination announcement.

### Credit Falsification

Executive Producer or Designated Show Executive must verify all credits. Intentional falsification of credits will result in disqualification of the entire entry.

- Promotional/For Your Consideration DVDs/URLs

We request that promotional DVDs and/or URL's not be sent to Academy members to influence judging or bolster support of any kind.

### Emmy Statue Recipients

#### Individual Achievement

One gratis Emmy® statue will be presented to the individual(s) as specifically listed with each achievement on the ballot. The individual achievement credits broadcast on the television program and thus verified by the executive producer or producer will be the sole criteria for individual achievement eligibility.

#### Programs

Eligible producers are those specified with each program category. They must be creatively involved in the program's production, their credits must be listed with the credits in the body of the program and they must meet NATAS/ATAS eligibility requirements. In the event that more than one eligible individual is credited with the winning achievement, one gratis Emmy® statue will be awarded to the team. Additional statues may be purchased.

**Note:** Statue orders take approximately 3 months to process once orders are received.

### The Lifetime Achievement Award

An award to an individual, a company or an organization for outstanding achievement in the arts, sciences or management of television that is either of a cumulative nature or so extraordinary and universal in nature as to be beyond the scope of the awards presented in the categories of achievement. Members of the NATAS and ATAS Awards Committees submit nominations, and the NATAS Trustees along with the ATAS Board of Governors choose the recipient(s).

## **Trademark Protection Policy**

### 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 & Sciences (NATAS) and the Academy of Television Arts & Sciences (ATAS). 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 the recipient's heirs or successors in interest. If a recipient or the recipient's heir or successor in interest proposes 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. For a complete list of rules and regulations, please consult the Emmy Usage Guide, available on our website at [www.emmyonline.tv](http://www.emmyonline.tv).