



31st ANNUAL

NEWS & DOCUMENTARY EMMY AWARDS

RULES & PROCEDURES

Eligibility Period: **Calendar Year 2009**

Early Entry Deadline (lower entry fee): **March 8, 2010**

Final Entry Deadline: **March 29, 2010**

Send completed submissions to:

Attn: David Winn

News & Documentary Emmy Awards

111 West 57th Street, Suite 600

New York, NY 10019-2271

<p>David Winn Director News & Documentary Emmy Awards 212-484-9424 dwinn@emmyonline.tv</p>	<p>Bill Small Chairman News & Documentary Emmy Awards 212-484-9425</p>
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THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

111 West 57th St., Suite 600, New York, NY 10019

Main #: 212-586-8424 / Fax: 212-246-8129

www.emmyonline.tv

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WHAT'S NEW

■ At-Home Judging

All judging for the 31st Annual News & Documentary Emmy Awards will be done at-home. DVDs and entry materials will be mailed to judges, who will have two weeks to review submissions and return their ballots.

Judging will take place on the following dates:

Round 1: May 11 – May 26

Round 2: June 14- June 30

For more information or to apply to serve as an Emmy judge go to www.emmyonline.tv/news/judge.html

■ 12 DVDs per Submission

As a result of the switch to at-home judging, entrants are now required to submit 12 copies of the entry DVD for each submission. Please do not copy-protect entry DVDs, as NATAS may be required to make additional copies for categories in which the number of judges exceeds 12.

■ New Categories for Business Reporting

There are **3 new categories** for business and economic reporting in this year's competition:

- 5. Outstanding Business & Economic Reporting in a Regularly Scheduled Newscast**
- 10. Outstanding Business & Economic Reporting in a News Magazine**
- 16. Outstanding Business & Economic Reporting—Long Form**

These categories replace the business-oriented categories that were formerly awarded at a separate ceremony in December. The eligibility period for the new business categories is calendar year 2009, and the Emmy Awards for these categories will be presented on September 27 at the News & Documentary Emmy ceremony in New York City. For more information see the Award Category Definitions section of the rulebook.

■ New Categories for Science and Nature Programming

The Science and Nature category has been split into two categories:

- 19. Outstanding Science and Technology Programming**
- 20. Outstanding Nature Programming**

For complete definitions see page 25-26 of the rulebook.

IMPORTANT DATES

**BROADCAST ELIGIBILITY PERIOD:
Over-The-Air, Cable, Satellite and
Internet Broadcast Submissions
January 1 - December 31, 2009**

CALENDAR

- | | |
|------------------------|--------------------------------------------------------------------------------------------------------------|
| February 15: | Entry materials available |
| March 8: | Early deadline for entries (lower entry fee) |
| March 29: | Final deadline for entries |
| May 11 - 26: | First round of Emmy judging |
| June 14 - 30: | Second round of Emmy judging |
| Mid July (TBA): | Nominations announced at emmyonline.tv |
| September 27: | News & Documentary Emmy® Awards Ceremony
at Rose Hall, Home of Jazz at Lincoln Center
in New York City |
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Volunteers Needed to Serve as Judges for the 31st Annual News & Documentary Emmy Awards

Individuals with significant experience in the fields of broadcast news & documentary filmmaking at the national level are invited to serve as judges for the 31st Annual News & Documentary Emmy Awards.

Who qualifies to be judge?

- Producers, Senior & Executive Producers, Directors, Reporters and Correspondents with significant experience in national News &/or Documentary reporting or production.
 - Associate Producers with significant experience in national News &/or Documentary reporting or production.
 - Craftspeople: writers, researchers, cinematographers and electronic camerapersons, editors, graphic designers, audio technicians, lighting directors and scenic designers.
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2010 News & Documentary Emmy judging dates:

Round 1: May 11 – May 26

Round 2: June 14- June 30

This year's News & Documentary Emmy judging will take place at-home. Entry DVD's, ballots and judging instructions will be mailed to judges who will have two weeks to review the entries and return their ballots. Entries in the New Approaches categories will be judged online.

For more information or to apply to serve as an Emmy judge go to www.emmyonline.tv/news/judge.html

Or contact:

David Winn

Director, News & Documentary Emmy Awards

212-484-9424

dwinn@emmyonline.tv

How the News and Documentary Emmy Awards Work

The News & Documentary Emmy Awards recognize outstanding achievement in news and documentary programming by conferring annual awards of merit. The awards are intended as an incentive for the continued pursuit of excellence for those working in the broadcast journalism profession.

Each year a call for entries is sent to a wide cross section of the broadcast and online news & documentary community. Entries are solicited from broadcast news organizations, cable companies, syndicators and independent producers. Producers, Directors, Correspondents or Reporters may submit entries in categories 1-26. Individual craftspeople may submit entries in the Craft categories (categories 27-35).

Entries are screened and judged throughout the months of May and June. Entry DVD's, ballots and judging instructions are mailed to judges who have up to three weeks to review the entries and return their ballots. Entries are judged by panelists who are certified as peers. Each judge casts a secret ballot. Judges' votes are not shared with other judges or with members of the National Television Academy. They are sent directly to the accounting firm of Lutz and Carr for tabulation.

The nominees are announced in mid-July, and posted on the NATAS website: www.emmyonline.tv . This year's winners will be announced at the News & Documentary Emmy Awards ceremony on September 27 in New York City

ELIGIBILITY PERIOD

Over-the-Air, Cable, Satellite and Internet Broadcast Submissions:

Entries must have originally aired between January 1 and December 31, 2009.

ELIGIBILITY CRITERIA

BROADCAST JOURNALISM:

The News & Documentary Emmy Awards are open to works of broadcast journalism and their related craft achievements.

50% RULE:

Entries must have been available for viewing by more than 50% of the U.S. national market during the eligibility year. For programs not previously approved for eligibility by NATAS, entrants must submit coverage data demonstrating availability to more than 50% of U.S. TV households. Entries must have been transmitted to the public by a television station, a cable company, satellite, or other distribution media, such as the Internet.

FOREIGN LANGUAGE ENTRIES:

Entries in a language other than English are eligible, but must include either an English language voiceover, English subtitles or 10 copies of a complete English language transcript. Subtitles or a voiceover are strongly preferred.

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 current News and Documentary Emmy Awards competition.

FOREIGN PRODUCTIONS:

A foreign television production is ineligible unless it is the result of a co-production (both financially and creatively) between U.S. and foreign partners, which precedes the start of production, and has a commitment to be shown on U.S. television prior to the start of production.

MOTION PICTURE AND HOME ENTERTAINMENT PREMIERED PROGRAMS:

Documentary films that have had a limited theatrical release, or that were initially released through home entertainment sale or rental, are eligible to enter the News & Documentary Emmy Awards provided they first aired nationally during the eligibility year. Entries will be evaluated on a case-by-case basis.

ORIGINAL MATERIAL:

At least two-thirds of an entry must consist of original material, unless the previously produced material has been given some unique and creative treatment that results in an original program.

SERIES ENTRIES:

Where an entry includes a series of broadcasts on a single topic, the entrant may choose to do one, but not both, of the following: 1) enter the series of broadcasts as a series 2) enter individual episodes as separate entries. If entering as a series the entrant may a) choose a single episode to represent the entire series or b) choose no more than five excerpts from different episodes to represent the series.

ENTRY PROCEDURES

HOW OFTEN CAN I ENTER?

There is no limit to the number of entries an organization or individual may submit. However, each entry is a separate submission and requires its own entry form, entry fee and 12 copies of the entry DVD.

CAN I ENTER IN MORE THAN ONE CATEGORY?

An individual program or report may not be submitted in two different categories, with the following exceptions: a) a program or report entered in categories 1-20 may be simultaneously entered in the appropriate “Best Of” category (categories 21-23) b) a program or report may be entered in as many craft categories as are appropriate.

ENTRY FORMS:

Entrants must submit a fully completed entry form for each entry. Entry forms must be signed by the Executive Producer, the Producer of the program named on the entry form, or the Awards Coordinator. In signing the form, the Executive Producer/ Producer/ Coordinator certifies that the submission is a work of broadcast journalism that has aired nationally, and that the information contained in submission materials is true and correct to the best of his or her knowledge. In addition, he or she certifies that the entry materials are submitted free of encumbrances and grants NATAS permission to use the material in conjunction with the News & Documentary Emmy Award process and ceremony, promotion and publicity surrounding the ceremony, and promotion and publicity authorized by the Academy in all media.

ENTRANT INFORMATION:

The names of all statue-eligible entrants must be listed on the application form or on an attached sheet. For information about statue-eligibility see page 16.

PRODUCTION CREDITS:

A complete list of production credits must accompany the entry form. This list is in addition to the names of statue-eligible entrants listed on the application form itself.

DVD SUBMISSIONS:

In categories 1-23, and 27-37, NATAS accepts entries on DVD only. 12 DVD copies of each submission are required. Do not copy protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

ONLINE SUBMISSIONS:

Submissions in categories 24-26, the New Approaches categories, are judged online. Entrants are responsible for preparing the submitted video for viewing online by Emmy judges. See page 13 for URL preparation instructions.

ESSAY:

Two copies of a one-page essay explaining why the entry is Emmy-worthy are required. Please include the following in the heading of your essay: show and program title (i.e. CBS Evening News: The Surge), network, and original airdate. Below are instructions for writing the essay:

In no more than one single-spaced page, describe your entry and explain why it is Emmy-worthy. Your description should include:

- a. A clear explanation of the editorial and production goals of the piece
- b. Reportorial and creative techniques used to achieve these goals
- c. Importance of the subject matter
- d. Impact of the program, story or report

* In categories 24-26, describe the new approach to news & documentary programming employed in the submission and explain how it enhances the broadcast for the viewer.

Writing entries must also include one copy of the entire script of the program or story submitted, in addition to the essay.

INCLUDE A SUMMARY OF ENTRIES:

A master list or cover page summarizing all entries must be submitted. Please indicate the name of the show and program or segment (i.e. CBS Evening News: Financial System Bailouts), the category and the applicable fee for that entry. Your master list or cover page must indicate the total amount of the check you are submitting.

Entrants submitting ten or more entries should complete the Entry

Breakdown form included with the application materials. This will assist in calculating the total entry fees. Note that there are two versions of the Entry Breakdown form, corresponding to the two separate entry deadlines. Please be sure to fill out the correct form.

PAYMENT:

Entries must include a check made payable to: NATAS/News and Documentary Entrants paying by credit card must fillout and return the NATAS credit card payment form (Visa and MasterCard only).

ADDITIONAL MATERIALS:

Nominees must provide a 30-second nominee clip, in digi-beta format, for use at the awards ceremony.

Nominees will be contacted in July 2010 with specific instructions about where to send their clip reels.

CATEGORY REASSIGNMENTS:

NATAS reserves the right to move any entry to a different entry category if in its judgment such a move is warranted.

Entries will not be returned. They may be given to a college or university for instructional purposes only.

ERRORS AND OMISSIONS

NATAS 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. The Academy shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition.

DVD PREPARATION

SUBMISSIONS ON DVD

In categories 1-23, and 27-37, NATAS accepts entries on DVD only. 12 DVD copies of each submission are required. Do not copy protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

The following guidelines shall apply:

- DVD-R format (DVD minus-R).
- DVDs must be finalized and tested to ensure playability.
- Brand-name disks are recommended.
- Use a clear sleeve or case.
- One entry per DVD.

MAXIMUM RUNNING TIME:

Each category has its own maximum allowable running time for submissions. Please refer to the individual category definitions.

Maximum Running Times are as follows:

- 20 Minutes: categories 1-5, 21, 24, 26
- 30 Minutes: category 25
- 60 Minutes: categories 6-20, 22-23
- 15 Minutes: Categories 27-35

EDITING A SUBMISSION TO CONFORM TO MAXIMUM RUNNING TIME:

Broadcasts that exceed the maximum allowable running time in a particular category must be edited to conform to the maximum running time. In categories 1-23 entries may contain up to five as-aired excerpts of continuous programming. There is no segment/excerpt limit in craft categories 27-35. Internal editing—i.e. re-editing the content of continuous programming in order to enhance the submission—is not allowed.

In order to edit a broadcast to conform to the maximum allowable running time in a particular category:

- a) edit out commercials
- b) consider what's left to be continuous programming
- c) cut it down to the allowable time for the category

d) in categories 1-23, include no more than 5 excerpts of continuous programming on your entry DVD (an excerpt is simply a portion of continuous programming). There is no segment/excerpt limit in craft categories 27-35.

Dip to black between excerpts of non-continuous programming

DVD LABELS:

All entry DVD's must be labelled as follows:

1. Title of show (i.e. *NOW on PBS*)
2. Title of program or story (i.e. *The Torture Question*)
3. Broadcast Network
4. Original air date of program or story (must be in 2009)
5. Exact running time of submission DVD
6. Name and telephone number of entrant or network contact
7. Entry Category (number and name, i.e. 7: Continuing Coverage of a News Story in a News Magazine)

DEFECTIVE DVDS:

Defective DVDs may be disqualified at the discretion of a NATAS official.

TITLE GRAPHICS, ETC:

Entries may use a single title graphic to identify a program segment, if needed. No additional audio or video material, whether descriptive, explanatory or promotional is to be included or added.

URL PREPARATION FOR NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING CATEGORIES (CATEGORIES 24-26)

Submissions in the New Approaches categories are judged online. Entrants must prepare a webpage for viewing their video or multimedia submission. After entry forms are submitted and fees are paid, a judging webpage template, along with a unique entry ID-number will be emailed to each entrant. It is the entrant's responsibility to embed the video or multimedia content in a judging webpage that incorporates elements from the Emmy template. The template simply consists of a banner with the Emmy logo and judging category title to be placed at the top of the webpage, and text fields containing information about the submission to be placed at the

bottom. The video or multimedia submission is embedded between these two elements.

The following information must be included in the text fields provided on the webpage template:

- Entry number (NATAS will email this to you after receipt of entry materials and payment)
- Entry category (24/Current News Story)
- Title of Broadcast/webcast etc. (i.e. nytimes.com video)
- Title of story/report (After Katrina)
- Original URL (i.e. where the content was originally available for streaming/downloading, if applicable)
- Production Company
- Date content was originally aired or made available for streaming
- Exact running time of submission

Include the requested essay in the webpage template, and send a hard copy to NATAS along with your entry form and payment.

When the Emmy® submission webpage has been created, a confirmation email including the URL for the webpage, must be sent to NATAS to ensure that the material is ready for judging. Send the URL to David Winn at dwinn@emmyonline.tv

IMPORTANT: Don't forget to review the "Did You Forget To..." checklist before sending your submission.

PROHIBITIONS & DISQUALIFICATIONS

NO INTERNAL EDITING

In categories 1-23, programs or stories that exceed the maximum running time in their category must be edited and may contain up to 5 excerpts of continuous programming dealing with the same topic (there is no excerpt/segment limit in craft categories 27-35). However, the entry must be submitted "as-aired" and 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.

BODY-OF-WORK ENTRIES:

A compilation or body of work from a variety of programs and/or series that are not related is not permitted.

DOUBLE ENTRIES:

Programs or reports may be entered in only one Emmy contest. You will be disqualified if you enter a program and/or craft in the News contest, then later enter the same program and/or craft into another Emmy contest such as Primetime or Sports. Also, split entries are not allowed. For example you cannot enter a program in the News awards and enter the camerawork from that program in Primetime.

DRAMATIC RECREATIONS:

Limited dramatization is permitted under certain circumstances (in the Historical Programming category, for instance), as long as it is extremely clear that these are recreations. NATAS will evaluate each circumstance on a case-by-case basis.

MISREPRESENTATIONS:

Any misrepresentation of entries will be cause for disqualification. Misrepresentations may include, but are not limited to: intentional falsification of credits, including intentional falsification of job titles or intentionally listing improper job titles; misrepresenting programming as original. Should evidence of misrepresentation appear at a later date, the entry will be retroactively disqualified. It will be so listed in NATAS records and NATAS will ask for the return of any awarded statues or award certificates.

EDUCATIONAL AND INSTRUCTIONAL PROGRAMMING:

Programs intended primarily for educational or instructional use are not eligible and will be disqualified.

INFOMERCIALS AND CLOSED-CIRCUIT BROADCASTS:

Program-length commercials (infomercials) and closed-circuit programs are not eligible and will be disqualified.

Violations of any other published rules and procedures herein may result in disqualification.

Payment submitted with disqualified entries will not be returned.

STATUES, PLAQUES AND CERTIFICATES

AWARD OWNERSHIP:

Emmy Awards are presented to individuals, not to their employers. Ownership of the Emmy Statue is retained by the individuals and The National Academy of Television Arts & Sciences, even if an employer pays entry fees.

WHO RECEIVES THE AWARD?

In categories 1-26, Reporters, Correspondents and Producers receive the Emmy Statue for winning programs. Senior Producers, Executive Producers, Directors and Anchors and Managing Editors may also be eligible, provided their role was not solely administrative and that they were active participants, with hands-on creative input in the creation or production of an emmy-winning program or report.

INDIVIDUAL ACHIEVEMENTS (CRAFTS):

In the Individual Achievement categories (categories 27-35), those who actually perform a specific discipline receive the Emmy Statue. Supervising or directing the work of others does not qualify for Individual Achievement Awards.

PROMOTIONAL ANNOUNCEMENTS:

The Emmy® award for Promotional Announcements recognizes Producers, Directors, Writers and Craftspersons, provided their role was more than supervisory and they made a substantial creative contribution to the content of the promotional announcement.

VERIFICATION OF STATUE-ELIGIBLE JOB TITLES:

An entrant's job title must correspond to the on-screen credits for the submission. In cases where there is a discrepancy between the broadcast credits and the job title listed on the entry form (for example a producer entering as a researcher), you must contact the Director of the News and Documentary Emmy Awards for approval. Failure to do so may result in disqualification. As indicated elsewhere, any falsification of credits will result in disqualification.

STATUES:

One statue is provided free of charge. An additional fee is charged for statue requests above one, and for eligible names added after the corrections deadline.

NOMINATION PLAQUES:

Past and current Emmy nominees may purchase a handsome plaque or certificate to commemorate their nomination. Order forms will be sent to current nominees in July of 2010. Past nominees should contact the Awards Department at awards@emmyonline.tv.

PRODUCTION PLAQUES & CERTIFICATES:

Individuals who are not eligible to receive Emmy statues—such as Associate Producers, Guest Bookers, Assistant Directors, Technical Directors, Narrators, Unit Managers, and various craftspeople—are eligible for Production Plaques and Production Certificates. Production Plaques and Certificates may be purchased by the Executive Producer or Producer of an Emmy-winning broadcast for presentation to those individuals. Order forms will be sent to the main contact for all winning entries after winners are announced in September. For more information contact awards@emmyonline.tv

PROMOTION:

EMMY® winners may refer in advertising and publicity to the fact that they are an EMMY® recipient and, for one year after the award was bestowed may use a replica of the EMMY® statue in such advertising. A ® registration mark and the appropriate copyright notice: © NATAS/ATAS, must accompany any portrayal of the Emmy.

ADDITIONS AND CORRECTIONS:

Additions and Corrections to the credits of an entry must be submitted no later than one week after the announcement of the News & Documentary Emmy nominations.

ENTRY FEES

ENTRIES POSTMARKED BY MARCH 8, 2010:

Categories 1-26 & 36-37 (Programs/Segments & Promos): \$350

Categories 27-35 (Individual Craft Achievement): \$200

ENTRIES POSTMARKED AFTER MARCH 8, 2010:

Categories 1-26 & 36-37 (Programs/Segments & Promos): \$400

Categories 27-35 (Individual Craft Achievement): \$250

AWARD CATEGORIES

REGULARLY SCHEDULED NEWSCASTS

1. Outstanding Coverage of a Breaking News Story in a Regularly Scheduled Newscast
2. Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast
3. Outstanding Feature Story in a Regularly Scheduled Newscast
4. Outstanding Investigative Journalism in a Regularly Scheduled Newscast
5. Outstanding Business and Economic Reporting in a Regularly Scheduled Newscast

NEWS MAGAZINES

6. Outstanding Coverage of a Breaking News Story in a News Magazine
7. Outstanding Continuing Coverage of a News Story in a News Magazine
8. Outstanding Feature Story in a News Magazine
9. Outstanding Investigative Journalism in a News Magazine
10. Outstanding Business and Economic Reporting in a News Magazine

LIVE COVERAGE – LONG FORM

11. Outstanding Live Coverage of a Current News Story—Long Form

LONG FORM (EXCLUDING MAGAZINES)

12. Outstanding Continuing Coverage of a News Story—Long Form

13. Outstanding Investigative Journalism—Long-Form
14. Outstanding Informational Programming—Long-Form
15. Outstanding Historical Programming—Long Form
16. Outstanding Business and Economic Reporting—Long Form

OPEN TO ALL NEWS AND DOCUMENTARY PROGRAMS

17. Outstanding Interview
18. Outstanding Arts & Culture Programming
19. Outstanding Science and Technology Programming
20. Outstanding Nature Programming

BEST OF

21. Best Story in a Regularly Scheduled Newscast
22. Best Report in a News Magazine
23. Best Documentary

NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING

24. New Approaches: Current News Coverage
25. New Approaches: Documentaries
26. New Approaches: Arts, Lifestyle and Culture

CRAFT CATEGORIES

27. Writing
28. Research
29. Cinematography: Nature Documentaries
30. Cinematography: News Coverage/Documentaries
31. Editing
32. Editing—Quick Turnaround
33. Graphic Design and Art Direction
34. Music and Sound
35. Lighting Direction and Scenic Design

PROMOTIONAL ANNOUNCEMENTS

36. Outstanding Promotional Announcement—Institutional
37. Outstanding Promotional Announcement—Episodic

REGIONAL PROGRAMMING

These categories are reserved for spot/breaking news and investigative reports that have been awarded Emmys by regional NATAS chapters in the most recent awards cycle. For more information about these categories contact the Director of the News & Documentary Emmy Awards at (212) 484-9424.

Winners in the Regional categories will receive a plaque featuring the golden Emmy figure.

38. **Regional News Story: Spot News**

39. **Regional News Story: Investigative Reporting**

AWARD CATEGORY DEFINITIONS & REQUIREMENTS

REGULARLY SCHEDULED NEWSCASTS

- Regularly Scheduled Newscasts are programs that cover the major news of the day on a consistent, typically daily, basis. Reports from nightly newscasts (weekday or weekend editions), morning shows and short news reports from all-news networks are eligible.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 20 minutes
- Programs or reports that run 20 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.
- Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).

1. Outstanding Coverage of a Breaking News Story in a Regularly Scheduled Newscast

This category is reserved for coverage of breaking news stories by regularly scheduled newscasts. Entries must be shot, edited and aired within the same 24-hour period.

2. Outstanding Continuing Coverage of a News Story in a Regularly Scheduled Newscast

This category is reserved for continuing coverage of a current news story by regularly scheduled newscasts. Entries should emphasize new developments

in an ongoing story, and may include background and analysis that deepens the viewer's understanding of the story. Entries may be drawn from a single broadcast or a series of broadcasts.

3. Outstanding Feature Story in a Regularly Scheduled Newscast

This category is reserved for feature stories--human interest stories, profiles etc. as opposed to more immediately topical reporting--by regularly scheduled newscasts. Entries must be drawn from a single broadcast.

4. Outstanding Investigative Journalism in a Regularly Scheduled Newscast

This category is reserved for investigative reporting by regularly scheduled newscasts. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

5. Outstanding Business & Economic Reporting in a Regularly Scheduled Newscast

This category honors outstanding reporting on a business, financial or economic story. Entries may consist of either a single report or a series of reports on a single topic. Note: Business stories may compete in either the Business & Economic Reporting category, or one of the other four newscast categories, but not both. In other words an investigative piece on an economic topic may choose to enter in either the Outstanding Business and Economic Reporting category, OR the Investigative Journalism category, but not both.

NEWS MAGAZINES

- News magazines are programs, typically airing weekly, comprised of one or more segments covering current events, and human interest stories etc. For example 60 Minutes, 20/20, Dateline, NOW on PBS, etc..
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 60 minutes
- Stories or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be

playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

- Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).

6. Outstanding Coverage of a Breaking News Story in a News Magazine

This category is reserved for coverage of breaking news stories by news magazines. Entries must be shot, edited and aired within one week of the news event.

7. Outstanding Continuing Coverage of a News Story in a News Magazine

This category is reserved for continuing coverage of a current news story by news magazines. Entries should emphasize new developments in an ongoing story, and may include background and analysis that deepens the viewer's understanding of the story. Entries may be drawn from a single broadcast or a series of broadcasts.

8. Outstanding Feature Story in a News Magazine

This category is reserved for feature stories--human interest stories, profiles etc. as opposed to more immediately topical reporting--by news magazines. Entries must be drawn from a single broadcast.

9. Outstanding Investigative Journalism in a News Magazine

This category is reserved for investigative reports by news magazines. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

10. Outstanding Business and Economic Reporting in a News Magazine

This category honors outstanding reporting on a business, financial or economic story. Entries may consist of either a single report or a series of reports on a single topic. Note: Business stories may compete in either the Business & Economic Reporting category, or one of the other four news magazine categories, but not both. In other words an investigative piece on an economic topic may choose to enter in either the Outstanding Business and Economic Reporting category, OR the Investigative Journalism category, but not both.

LIVE COVERAGE – LONG-FORM

- Entries must be devoted entirely to a single news event.
- Maximum Running Time for Submissions: 60 minutes

- Coverage that runs 60 minutes or less must be submitted in its entirety. Coverage that runs longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.
- Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).

11. Outstanding Live Coverage of a Current News Story –Long Form

This category is open to extended live coverage of current news stories. Entries may include both anticipated events (presidential debates, political conventions, funerals, election night coverage etc.) and unanticipated events (a plane crash, an assassination, etc.). Eligible broadcasts include live special reports or special live editions of regularly scheduled broadcasts. While entries may include previously produced reports, the majority of the original broadcast must be live, and at least 30 minutes of the footage contained on the entry DVD must be live. Live footage may contain non-live elements (for example stock footage that plays in front of a live anchor voiceover), but it must contain live elements at all times to be considered live (live images, live anchor voiceover or interview etc.)

LONG-FORM (EXCLUDING MAGAZINES)

- Categories 12-16 are reserved for long form coverage by programs other than news magazines.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 60 minutes
- Broadcasts that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission

are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

- Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).

12. Outstanding Continuing Coverage of a News Story – Long Form

This category is reserved for long-form continuing coverage of a major news story, and may include background and analysis, along with new developments in an ongoing story. Entries may be drawn from a single broadcast or a series of broadcasts.

13. Outstanding Investigative Journalism – Long Form

This category is reserved for long-form investigative reporting. Entries should be original reports that uncover previously unknown information that is of importance to the public. Entries may be drawn from a single broadcast or a series of broadcasts.

14. Outstanding Informational Programming – Long Form

This category is reserved for long-form reports dealing with contemporary social, political or intellectual issues. Entries may be drawn from a single broadcast or a series of broadcasts.

15. Outstanding Historical Programming – Long Form

This category is open to long-form programming dealing with an historical event, personality or process. Dramatization is permitted in a very limited form—actors delivering verbatim lines actually spoken or written by an historical figure, and identified as such. Footage from other documentaries or motion pictures, or visual recreations may be used as long as they are clearly identified or otherwise obvious to the viewer. Entries may be drawn from a single broadcast or a series of broadcasts.

16. Outstanding Business & Economic Reporting—Long Form

This category honors outstanding long form reporting on a business, financial or economic topic. Entries may be drawn from a single broadcast or a series of broadcasts

OPEN TO ALL NEWS & DOCUMENTARY PROGRAMS

- Categories 17-20 are open to any news or documentary broadcast.
- Entries must be devoted entirely to a single story, subject or theme.
- Maximum Running Time for Submissions: 60 minutes
- Programs or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming.
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.
- Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).

17. Outstanding Interview

This category is open to interviews with one or more individuals on a single topic. Entries are judged on both the end product of the interview and the skill of the interviewer. Both the interviewer and the interviewee must appear onscreen. Entries may be drawn from a single broadcast or a series of broadcasts.

18. Outstanding Arts & Culture Programming

This category is open to programming devoted to popular culture and the fine arts. Broadcasts on topics that are more social or political in nature are more appropriate for categories 12-14. Entries may be drawn from a single broadcast or a series of broadcasts.

19. Outstanding Science and Technology Programming

Entries should have as their primary emphasis the examination of scientific issues, discoveries and explorations and/or the development and use of technology. Entries may feature the efforts and accomplishments of individuals and scientific institutions engaged in a wide range of scientific and technological disciplines, or may otherwise convey principles and insights from those disciplines. Entries may be drawn from a single broadcast or a series of broadcasts.

20. Outstanding Nature Programming

Entries should have as their primary emphasis the observation and exploration of nature, including discoveries and revelations related to plants, animals and the environment. Entries may feature the efforts and accomplishments of individuals engaged in the study of natural history and the environment, or may otherwise convey principles and insights from those disciplines. Entries may be drawn from a single broadcast or a series of broadcasts.

BEST OF

- Entries in the Best Of categories can, but need not be, entered in ONE additional non-craft category (categories 1-20), and/or any number of craft categories
- Entries must be devoted entirely to a single story, subject or theme
- Maximum number of excerpts: Submissions may contain up to 5 as-aired excerpts of continuous programming. Each excerpt must be a straight run without internal editing of program content.
- Dip to black between excerpts of non-continuous programming
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

21. Best Story in a Regularly Scheduled Newscast

- This category recognizes the best story broadcast as part of a Regularly Scheduled Newscast during 2009.
- Regularly Scheduled Newscasts are programs that cover the major news of the day on a consistent, typically daily, basis. Reports from nightly newscasts (weekday or weekend editions), morning shows and short news reports from all-news networks are eligible.
- Maximum Running Time for Submissions: 20 minutes. Programs or reports that run 20 minutes or less must be submitted in their entirety. Those that run longer must be edited.

22. Best Report in a News Magazine

- This category recognizes the best report broadcast as part of a news magazine during 2009.
- News magazines are programs, typically airing weekly, comprised of one or more segments covering current events, and human interest stories etc.

For example 60 Minutes, 20/20, Dateline, NOW on PBS, etc.

- Maximum Running Time for Submissions: 60 minutes. Stories or reports that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited.

23. Best Documentary

- This category recognizes the best documentary broadcast during 2009
- Maximum Running Time for Submissions: 60 minutes. Documentaries that run 60 minutes or less must be submitted in their entirety. Those that run longer must be edited

NEW APPROACHES TO NEWS & DOCUMENTARY PROGRAMMING

The following categories recognize new approaches to the practice, presentation and delivery of news & documentary programming. These categories are open to over-the-air, cable, satellite and internet broadcasters, and are intended to recognize new ways of doing documentaries and broadcast journalism, from new approaches to traditional broadcasts, to the use of new media (associated websites, interactivity etc.), to other creative and innovative means of practicing these crafts and presenting programming to the viewer.

For journalists and documentarians working in non-traditional media, it recognizes that their craft often differs from traditional broadcast television in approach, presentation techniques, and delivery. For broadcasters working in so-called traditional media, it provides an opportunity to showcase creative and innovative approaches to these broadcasts.

Entries in the New Approaches categories are judged online. Please see page 13 for URL preparation instructions.

Entrants must submit a one-page essay describing the new approach to news & documentary programming employed in their submission and explaining how it enhances the broadcast for the viewer.

24. New Approaches to News & Documentary Programming: Current News Coverage

Entries may include breaking news, continuing coverage, live coverage of current news events, investigative reporting or interpretation or analysis of a current news story. Entries may include up to 20 minutes of video.

25. New Approaches to News & Documentary Programming: Documentaries

Entries may include documentaries and other programming that does not fit in categories 24 or 26. Entries may include up to 30 minutes of video.

26. New Approaches to News & Documentary Programming: Arts, Lifestyle, and Culture Programming.

Entries in this category may include coverage of entertainment, popular culture, the fine arts, and lifestyle trends. Entries may include up to 20 minutes of video.

INDIVIDUAL CRAFT ACHIEVEMENT CATEGORIES

- **Purpose:** The purpose of the Individual Achievement, or Craft, categories is to recognize those individuals who actually perform the duties of the craft being recognized. Supervising or directing the work of others does not qualify for individual craft awards.

Therefore, production personnel such as Producers and Directors are not eligible for the Emmy in Craft areas unless they specifically perform the duties of the craft being recognized

- **Team entries** are allowed provided the team of craft persons are co-creators of a single product (for example a team of researchers who collect information that forms the basis of a documentary). However, one cannot simultaneously enter as an individual for the same work done as part of a team entry. Double Entry is not permitted.

An individual may enter in more than one Craft area. If an individual works in different disciplines (i.e. as a writer and a researcher), he or she may enter in those separate disciplines.

- **Maximum running time** for individual achievement submissions is 15 minutes. There is no segment limit in categories 27-35. Entries may include as many as-aired segments or excerpts as necessary to demonstrate excellence, provided the running time of the submission does not exceed 15 minutes.
- **Entries must be submitted on DVD.** 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.

- **Essay:** Each entry must include two copies of a one-page essay explaining why it is Emmy-worthy (*see page 10 for essay instructions*).
- **Writing Entries:** Entrants in the Writing category must submit one copy of the script for the program or story submitted, in addition to the one-page essay and the entry DVD.

27. Writing

This category is open to individuals and teams having the creative input in writing, re-writing and amending the script or narration of a news or documentary program. Entries must include one copy of the entire script of the program or story submitted, in addition to the one-page essay and two copies of the entry DVD.

28. Research

Entrants in this category are those engaged in a significant amount of careful investigation and study to discover facts and collect information about a subject. The collected facts and information form the basis of the program or story that the entry is based on. It should be clear that the entrant's work was essential to the production.

29. Cinematography--Nature Documentaries

This category is open to camerawork from nature documentaries. It is intended for those who actually record on film or videotape events, interviews, and other visuals which comprise a program or story. The cinematographer is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Cinematographers are urged, in their one page description of the entry, to make special notice of extraordinary conditions in the coverage. For example, if there was personal danger or extraordinary technical or logistical challenges involved this should be noted.

30. Cinematography--News Coverage/Documentaries

This category is open to camerawork from news coverage and documentaries other than nature documentaries (nature documentaries **MUST** enter in category 29). It is intended for those who actually record on film or videotape events, interviews, and other visuals which comprise a program or story. The cinematographer is the person actually operating and guiding the camera, whether working independently or under the direction of a producer or director. Cinematographers are urged, in their one page description of the entry, to make special notice of extraordinary conditions in the coverage. For example, if there was personal danger or extraordinary technical or logistical challenges involved this should be noted.

31. Editing

This category is open to documentaries, news reports, and other types of nonfiction programming that are not edited under a tight deadline. Stories that are edited and aired within one week of a news event must be submitted in category 32/Editing—Quick Turnaround

32. Editing – Quick Turnaround

This category is open to news stories and other types of programming that are edited under a tight deadline. Eligible programs and reports must have been edited and aired within one week of the news event. In the accompanying essay include the date editing began and the date the piece aired.

33. Graphic Design and Art Direction

This category is open to Art Directors and Graphic Designers. Art Directors are those with the overall creative responsibility for the development and supervision of graphic elements in news and documentary programs. Graphic Designers are those who use electronic and other tools to develop graphics elements for News & Documentary programs. The material submitted must be new material for 2009.

34. Music and Sound

This category is open to individuals who make a significant contribution to the audio portion of a news broadcast or documentary program, one that enhances viewer understanding or appreciation of the broadcast. Eligible individuals include Composers, Arrangers, Music Directors, Conductors, those involved in audio sweetening, Studio Audio Mixers, Film Sound Mixers, and Live/Location Videotape and Sound Recordists. Note: “Needle-drop” music is not allowed. All music must be new and original for 2009.

35. Lighting Direction and Scenic Design

This category is open to individuals who make a significant contribution to the visual presentation of a news broadcast or documentary program, one that enhances viewer understanding or appreciation of the broadcast. Lighting Directors and Scenic Designers are eligible in this category.

Lighting Directors are those responsible for the creative direction of the lighting of a studio or remote site. Scenic Designers are responsible for the design and placement of scenery and scenic elements in the studio or field. The material submitted must be new material for 2009.

PROMOTIONAL ANNOUNCEMENTS

- These categories recognize outstanding achievement in promotional announcements in News & Documentary Programming
- Entries must be submitted on DVD. 12 DVD copies of each submission are required. Do not copy-protect your entry DVDs. Entry DVDs must be playable on a standard home DVD player. Entrants are strongly advised to test their entry DVDs to ensure playability.
- Each entry must include a one-page essay explaining why the promo or campaign is Emmy-worthy. Your essay should address the following issues:

Concept: *What is the core message of the promo or campaign and how does it deliver that message? How does the promo “sell” the news or documentary broadcast without misrepresenting the facts of the story underlying it?*

Effectiveness/Impact: *Describe the way the promo/campaign seeks to grab the viewer’s attention and motivate him or her to tune in.*

Execution: *Describe the creative and innovative ways that the production elements—graphics, music, editing, script—are brought together to convey the core message of the spot or campaign.*

36. Outstanding Promotional Announcement – Institutional

- This category is for entries that advertise and promote (through an individual spot and/or overall campaign) the brand/image of a network news division, cable news channel and/or individual news program. The Institutional category reflects an emphasis on theme, positioning and/or on-air talent.
- Each entry may be for a single production or selections from a campaign. Each campaign may be represented by a composite of no more than three (3) spots which were originally shown during the eligible year.
- Dip to black between all spots or campaign segments.

- No internal editing for the enhancement of the submission is allowed.

37. Outstanding Promotional Announcement - Episodic

- This category is for entries which are plot-or-content specific.
- Each entry may be for a single production or selections from a campaign. Each campaign may be represented by a composite of no more than three (3) spots which were originally shown during the eligible year.
- Dip to black between all spots or campaign segments.
- No internal editing for the enhancement of the submission is allowed.

REGIONAL PROGRAMMING

These categories are reserved for spot news and investigative reports that have been awarded Emmys by regional NTA chapters in the most recent awards cycle. For more information about these categories contact the Director of the News & Documentary Emmy Awards at (212) 484-9424. Winners in the Regional categories will receive a plaque featuring the golden Emmy figure.

38. Regional News Story: Spot News

39. Regional News Story: Investigative Reporting

