
SPECIAL ACHIEVEMENT AWARDS

A statuette is awarded **only** to the eligible recipient(s) in each category. Others who may have contributed to the content and execution of the material presented in the entry may purchase plaques to commemorate their participation.

An entry submitted in a Special Achievement category may not be duplicated in its entirety in any other Special Achievement category.

1. Overall Excellence

Awarded to the President/General Manager only for excellence in the overall operations of a television station, news/sports cable system or online media outlet, during the eligibility period. Entry should reflect the organization'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. Entrants are encouraged to include community outreach and video content distributed via social media and digital platforms. 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. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually distributed. No introductions, post production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a written synopsis of the organization's operation and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. Entry time limit: 30 minutes.

NOTE: This category is exempt from double-dipping rules. Only one entrant may be listed on the entry.

2. News Excellence

A. Larger Markets (1-49)

B. Medium / Smaller Markets (50+)

Awarded to the News Director only for excellence in the overall news operation during the eligibility period. Entry should present as many different examples as possible, including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/commentaries, etc. Entrants are encouraged to include community outreach and video content distributed via

social media and digital platforms. Entry should emphasize the quality, breadth and efficacy of a news operation, stressing substance rather than style, and exhibit the news department's performance in sustaining excellence throughout the year. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually distributed. No introductions, post production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a written synopsis of the news organization's operation and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. Entry time limit: 30 minutes.

NOTE: This category is exempt from double-dipping rules. However, the entry submitted for News Excellence may not also be submitted in another Special Achievement category. Only one entrant may be listed on the entry.

3. Sports Excellence

Awarded to the individual most responsible for excellence in the overall operations of a television station's sports department, regional sports network, sports franchise or online sports media outlet during the eligibility period. Entry should reflect the organization's overall local product including any sports news coverage, locally produced sports programs, promotional announcements, in-arena or in-stadium content, examples of charitable events 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. Entrants are encouraged to include community outreach and video content distributed via social media and digital platforms. Exempt from the excerpt and composite limits, but the entry must be comprised only of material as actually distributed. No introductions, post-production, montages, music or special effects may be added. This is not intended to be a "buzz" or demo reel. Entry should include a written synopsis of the organization's operation and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. Entry time limit: 30 minutes.

NOTE: This category is exempt from double-dipping rules. However, the entry submitted for News Excellence may not also be submitted in another Special Achievement category. Only one entrant may be listed on the entry.

4. Community Service

Awarded to the individual most responsible for excellence in programming; whether news or non-news, involving the entire company in a continuing effort to focus interest on and marshal support for a worthy community cause or causes. Entrants are encouraged to include community outreach and video content

distributed via social media and digital platforms. Entry should emphasize the depth, breadth, duration and efficacy of the efforts and must be comprised only of material as actually distributed. No introductions, post-production, montages, music or special effects may be added. Composite entries are allowed, but entry is exempt from the excerpt and composite limits. Entry should include a written synopsis of the organization's efforts and achievements. Synopsis may be uploaded as a PDF or typed into the available text box within the online entry form. Entry time limit: 30 minutes.

NOTE: This category is exempt from double-dipping rules. Only one entrant may be listed on the entry.

5. Journalistic Enterprise - Individual / Team

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a maximum of 5 different stories. The distribution date and length of each story must be submitted with the entry. Entry Time Limit: 30 minutes.

*NOTE: This category is **not** exempt from double-dipping rules.*

6. Interactive Video - Short Form or Long Form Content

For excellence in video content focused on a single topic that uses digital platforms, like the web, mobile phones, social media, tablets, smart TVs, etc., to allow the audience to actively participate in the content thereby making a direct impact on the outcome of the viewing experience. The interaction goes beyond passive social media interactions of liking, reacting, or sharing. The interaction between the viewer and the content creator enhances involvement and engagement beyond a linear television or video experience.

NOTE: This category is not exempt from double-dipping rules. The entry is the video content that was enhanced by audience participation not a newly created video to summarize or explain the project. The entry should include a written summary in the synopsis section of the online entry form to explain how viewers interacted with the video content, the tools used, and the impact of the interaction on the content. The summary can include active URLs to online content that support viewer interaction.

EXAMPLES:

You create a video using a platform where you directly interact with viewers, such as Instagram Stories, where viewers answer your questions, ask you questions, vote in polls, answer trivia questions or

submit user generated content. The interaction is incorporated into the video.

Your linear, live video includes a call to action for viewers to participate in the video content using tools like QR codes or text messages to participate in segments or the overall video. The interaction is incorporated into the live video.

Your live or on-demand video allows viewers to determine what they see next through specific interactions. The interaction could also determine what the content creator does next related to the production for example, creating an alternate ending to the video content.

NEWS CONTENT

News content categories are intended for journalistic material produced by news departments within television stations, newspapers or online news reporting entities.

Producers should be the primary entrants for these categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

For single News entries, the original video and submission length must not exceed 10 minutes.

Multi-part News series entries are eligible and must include a minimum of two (2) but no more than five (5) separate reports from the series. Total submission time limit for News series entries may not exceed 15 minutes.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

NEWSCASTS & NEWS PROGRAMS

For excellence in a regularly scheduled newscast. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Post edits are not

permitted except for the removal of commercials. For newscasts and news specials that exceed the specified category time limit, entrant may submit up to 3 excerpts.

7. Morning Newscast - airs between 4am to 11 am

Entry Time Limit: 30 minutes.

A. Larger Markets (1-49) (Bilingual Category)

B. Medium / Smaller Markets (50+)

8. Daytime Newscast - airs between 11am to 4 pm (Bilingual Category)

Time Limit: 30 minutes.

9. Evening Newscast – airs between 4pm to Midnight

Entry Time Limit: 30 minutes.

A. Larger Markets (1-49) (Bilingual Category)

B. Medium / Smaller Markets (50+)

10. Weekend Newscast – any time period (Bilingual Category)

Entry Time Limit: 30 minutes.

A. Larger Markets (1-49) (Bilingual Category)

B. Medium / Smaller Markets (50+)

11. News Special

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of a current topic.

Entry Time Limit: 60 minutes.

NEWS GATHERING

12. Daily News Report (single shift)

For excellence in coverage of a single news story or topic which is shot, edited and aired within one work shift. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Entry Time Limit: 10 minutes.

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

13. Hard News Report (no production time limit)

For excellence in coverage of a single hard news story or topic which has no time limit for its preparation. Entry may include live and/or recorded elements and online video content. Topic covered must not be considered a news investigative report or news specialty report. Entry Time Limit: 10 minutes.

NOTE: This is the basic news reporting done day-in and day-out by a news department. Entries in this category typically evolve out of the daily planning of a newscast or other news distribution product.

14. Breaking/Spot News

A. Single Report

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry must be one continuous report as originally broadcast or streamed. Entry may include live or taped elements or a combination of both. Entry Time Limit: 15 minutes.

B. Multiple Reports

For excellence in coverage of a single unanticipated news event. Entry should convey a sense of immediacy in the coverage of an unfolding event. Entry should be a composite of at least two (2) reports on the same topic - as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Entry may include live or taped elements and online video content. Entry Time Limit: 30 minutes.

NOTE: Regional recipients 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 – Breaking News.

15. Continuing Coverage (Bilingual Category)

For excellence in coverage of a single, evolving news topic through an extended number of reports distributed over a time period exceeding 24 hours. Entries will be judged in part on story advancement. Entry should be a composite of at least two (2) reports as they were originally broadcast or streamed. Exempt from composite and excerpt limit rules. Entry Time Limit: 30 minutes

NOTE: Continuing coverage entries typically consist of an establishing report followed up by additional reports that show how the story has evolved and changed with new revelations or sidebar stories over a longer period of time, such as days, weeks or months.

16. Team Coverage

For excellence by a team involved in covering multiple news reports on a single subject, shot, edited, produced and broadcast or streamed within 24 hours. Entry may include multiple live and/or recorded elements and online video content. Entry may be a single, continuous report or a composite of multiple reports or elements. Exempt from composite and excerpt limit rules. Entry Time Limit: 30 minutes.

NOTE: As a team entry, multiple entrants must be listed on the entry form.

17. Investigative

A. Single Report

For excellence in a single report focused on a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation and the impact of the reporting, which may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form. Entry Time Limit: 15 minutes.

B. Multiple Reports

For excellence in a series of reports covering one investigation focused on a specific community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation and the impact of the reporting, which may include new legislation, policies, government or legal investigations, public outcry, etc. Entry must include written documentation in the synopsis section of the online entry form and a minimum of two (2) reports. Any part of an investigative series that is submitted prohibits submission of any other part of the same series in any other news or content category.)

Entry Time Limit: 30 minutes.

NOTE: Regional recipients 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 Investigative Report.

18. News Feature

For excellence in reporting of feature news stories or topics. Features are generally defined as stories that have a personal, emotional or creative slant and include elements that go beyond the scope of straight factual information found in a hard news story. Multiple Report entries may include either several reports on the same feature topic, or several reports from an ongoing titled feature news series and must include a minimum of two (2) and no more than five (5) reports.

Single Report Entry Time Limit: 10 minutes. Multiple Reports Entry Time Limit: 15 minutes.

- A. Light Feature (Single Report)**
- B. Light Feature (Multiple Reports)**
- C. Serious Feature (Single Report)**
- D. Serious Feature (Multiple Reports)**

19. Arts/Entertainment

For excellence in news or journalistic coverage of general entertainment, variety or visual and performing arts.

- A. News (single shift)**
- B. News (no production time limit)**
- C.**

20. Business/Consumer

For excellence in news or journalistic coverage of business, finance, consumer affairs or economic topics.

- A. News (single shift)**
- B. News (no production time limit)**

21. Crime/Justice - News

For excellence in news or journalistic coverage of crime, victims, courts, or justice related topics.

22. Diversity/Equity/Inclusion

For excellence in news or journalistic coverage focused on topics including racism, discrimination, inequity, marginalized communities and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

- A. News (single shift)**
- B. News (no production time limit)**

23. Education/Schools - News

For excellence in news or journalistic coverage of schools, teaching or education related topics.

24. Children/Youth (12 and under) - News

For excellence in news or journalistic coverage that is of interest and **value to a target audience 12 years of age or younger.**

25. Teen (13 - 19) - News

For excellence in news or journalistic coverage that is of interest and **value to a target audience 13 through 19 years of age.**

26. Environment/Science - News

For excellence in news or journalistic coverage of environmental impact issues, science or related topics.

27. Health/Medical - News

For excellence in news or journalistic coverage of health or medical related topics.

28. Historical/Cultural - News

For excellence in news or journalistic coverage about historical or cultural related topics.

29. Human Interest

For excellence in news or journalistic coverage of stories that appeal to the human spirit.

A. News (single shift)

B. News (no production time limit)

30. Lifestyle

For excellence in news or journalistic content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.

A. News (single shift)

B. News (no production time limit)

31. Military - News

For excellence in news or journalistic coverage of military related topics.

32. Nostalgia

For excellence in news or journalistic content consisting of “retro” or “throwback” topics of a nostalgic or historical nature such as biographies, personal tributes or sociological retrospectives.

- A. News (single shift)**
- B. News (no production time limit)**

33. Politics/Government

For excellence in news or journalistic coverage of political, civil or government related topics.

- A. News (single shift)**
- B. News (no production time limit)**

34. Religion - News

For excellence in news or journalistic coverage of religious and/or spiritual related topics

35. Societal Concerns

For excellence in news or journalistic coverage of current issues of societal concern, community or immediate public interest.

- A. News (single shift)**
- B. News (no production time limit)**

36. Technology - News

For excellence in news or journalistic coverage of technology industry stories and related topics.

- A. News (single shift)**
- B. News (no production time limit)**

37. Weather - News

For excellence in news or journalistic coverage of weather related topics.

SPORTS CONTENT

Producers should be the primary entrants for Sports Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Sports News content is only eligible in the appropriate News subcategories.

For Short Form Content and Sportscast entries, the original video must not exceed 10 minutes.

For Long Form Content and Program entries, the original video must be longer than 10 minutes and submission length may not exceed 30 minutes (exception: Sports Documentary). No more than three (3) excerpts may be included to bring longer content to the 30-minute entry time limit (exceptions: Sports - One-Time Special and Sporting Event/Game Live Broadcast.) Excerpts must be presented in original, chronological order.

Series entries are eligible and must include a minimum of two (2) but no more than five (5) separate segments from the series. Total submission time limit for News and Short Form Content series entries may not exceed 15 minutes. Long Form Content series entries may not exceed 30 minutes.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

38. Sports Story

For excellence in news or journalistic coverage of sports, athletes, coaches and other related topics.

A. News (single shift) Entry Time Limit: 10 minutes.

B. News (no production time limit)

For excellence in content about sports, athletes, coaches and other related topics. This category is intended for features, segments and other storytelling vehicles of varying lengths and NOT for traditional 30 or 60-minute programs.

C. Short Form Content (up to 10 minutes)

D. Long Form Content (longer than 10 minutes)

39. Sportscast

For excellence in an anchored sports segment from within a newscast. Entry Time Limit: 10 minutes.

40. Sports Program – Live

For excellence in a sports program or series that is live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast, including but not limited to pregame and postgame shows surrounding live sporting events. Entry may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may not have post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Entry Time Limit: 30 minutes.

A. Single Program

B. Series

41. Sports Program – Post-Produced or Edited

For excellence in a daily or weekly sports program or sports series (non-news). Entry must have, as its basis, special coverage not to be taken from a newscast. Content in these programs is post-produced and heavily edited. Entry may have no post-broadcast edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. Entry Time Limit: 30 minutes.

A. Single Program

B. Series

42. Sports – One-Time Special

For excellence in a one-time sports-related special program that is not part of a daily or weekly sports program, game or series. Entry may be live, recorded live or post-produced. Entry should have no post edits except for the removal of commercials. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute entry time limit.

NOTE: Examples might include content surrounding regional coverage of the Kentucky Derby, Boston Marathon, Hockey Day Minnesota or High School Football Championship Preview.

43. Sports Documentary

For excellence in a creative, in-depth treatment of a sports topic presented in a factual and informative manner. Entry Time Limit: 60 minutes.

44. Sports Interview/Discussion

For excellence in content consisting of sports interview/discussion content that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and interviewee(s) are visible on camera and engaged in discussion. Entry Time Limit: 30 minutes.

NOTE: Some visual elements may supplement the interview, but entries for this category are typically live or recorded live and not heavily post-produced.

A. Single Program

B. Series

45. Live Sporting Event/Game

For excellence in production of a single (live or recorded live) sporting event or game. A composite is required and should include examples of: Show Open, Specialty Graphics, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Exceptional Coverage and any additional material at entrant's discretion. Entry may include no more than eight (8) excerpts to bring the entry down to the 30-minute entry time limit.

46. Live Sporting Event Season

For excellence in production of a season series covering one sports team. A composite is required and should include examples of: Show Open, Specialty Graphics, Use of Replays, Inserted Pre-Produced Segments, Use of Statistical or Other Prepared Material, Highlights, Exceptional Coverage and any additional material at entrant's discretion. Entries must include excerpts from at least 5 different games during the season. Entry may include no more than fifteen (15) excerpts to bring the entry down to the 60-minute time limit. Excerpts DO NOT need to be in chronological order. Games from a particular season may only be submitted as a season entry in a single eligibility period. If a season entry is submitted, no single game from that season may be submitted in the Live Sporting Event/Game category. It is recommended that entrants include a content log of excerpts in their entry description. Entry Time Limit: 60 minutes.

NOTE: If a season occurs over 2 different eligibility periods for the Chapter, the entrant may only submit a season entry for one of those competition periods. The entrant can choose which year to submit. Example: The season runs October 15 - March 31. The Chapter's eligibility period is the calendar year. The entrant can submit a season entry that includes games from October 15 through December 31 and submit in the current year's competition. Or the entrant can wait to submit a season entry that includes games from January 1 through March 31 in the following year's competition. In any case, entrants may not submit games from the same season as a season entry in competitions from 2 different years. Individual games from the section of the season NOT included in the season entry may be entered as individual games in the Live Sporting Event/Game category.

PROGRAMMING CONTENT

Producers should be the primary entrants for Programming Content categories. Qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

Unless otherwise noted, the time limit for any program or long form content category is 30 minutes. A maximum of three (3) segments/excerpts is permitted to bring longer programs to the required entry time limit. For program series or long form series entries, the entry must include excerpts from at least two (2) episodes from the series.

Short Form content must be submitted in its entirety as originally distributed. The original video and submission length must not exceed 10 minutes.

News content is only eligible in the appropriate News categories.

NOTE: One (1) second of black must be inserted between elements of a series entry or between excerpts if the original video has been edited to fit the entry time limit for the category.

47. Documentary

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. Entry Time Limit: 60 minutes.

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

48. Magazine Program

For excellence in a program or series consisting of various stories of regional interest designed to entertain and inform. Entry Time Limit: 30 minutes.

- A. Single Program**
- B. Series**

49. Public Affairs Program

For excellence in a program or series that focuses on current community, social or political issues that are of general public interest or concern. Entry Time Limit: 30 minutes.

- A. Single Program**

B. Series

50. Special Event Coverage

For excellence in coverage of a one-time-only, anticipated community or entertainment event such as a parade, holiday fireworks or a funeral procession. Entry may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material, with no post edits. Entry Time Limit: 30 minutes.

A. Live

Note: Entry should include at least 75% live material, with no post edits.

B. Edited

51. Entertainment

For excellence in content whose purpose is to entertain. Examples include scripted content, music videos, live stage performance.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

*NOTE: Content **about** entertainment should be submitted in the Arts/Entertainment category.*

52. Informational/Instructional - Short Form or Long Form Content

For excellence in content whose purpose is to be instructional; to teach formally or informally about a subject.

53. Interview/Discussion – Short Form or Long Form Content

For excellence in content that consists of interview/discussion material that is at least 75% unscripted. This category is primarily intended for formal interviews where both the interviewer(s) and the interviewee(s) are visible on camera and engaged in discussion.

NOTE: Some visual elements may supplement the interview, but entries for this category are typically live or recorded live and not heavily post-produced.

54. Arts/Entertainment

For excellence in content about general entertainment, variety or visual and performing arts.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

55. Business/Consumer – Short Form or Long Form Content

For excellence in content about business, finance, consumer affairs or economic topics.

56. Crime/Justice – Short Form or Long Form Content

For excellence in content about crime, victims, courts or justice related topics.

57. Diversity/Equity/Inclusion

For excellence in content focused on topics including racism, discrimination, inequity, marginalized communities and similar social injustices, notably focused on efforts to raise awareness or effect positive change.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

C. Sports Content

58. Education/Schools – Short Form or Long Form Content

For excellence in content about schools, teaching or education related topics.

59. Children/Youth (12 and under) – Short Form or Long Form Content

For excellence in content that is of interest and **value to a target audience 12 years of age or younger.**

60. Teen (13 - 19) – Short Form or Long Form Content

For excellence in content that is of interest and **value to a target audience 13 through 19 years of age.**

61. Environment/Science – Short Form or Long Form Content

For excellence in content about environmental impact issues, science or related topics.

62. Health/Medical – Short Form or Long Form Content

For excellence in content about health or medical related topics.

63. Historical/Cultural

For excellence in content about historical or cultural related topics.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

64. Human Interest

For excellence in content that appeals to the human spirit.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

C. Sports

65. Lifestyle – Short Form or Long Form Content

For excellence in content that deals with everyday life subjects such as: food preparation, recipes, techniques, home improvement, decoration, renovation, gardening, outdoors, crafts and/or automotive repairs.)

66. Military – Short Form or Long Form Content

For excellence in content about military related topics.

67. Nostalgia – Short Form or Long Form Content

For excellence in content consisting of “retro” or “throwback” topics of a nostalgic or historical nature such as biographies, personal tributes or sociological retrospectives.

68. Politics/Government – Short Form or Long Form Content

For excellence in content about political, civil or government related topics.

69. Religion – Short Form or Long Form Content

For excellence in content about religious and/or spiritual related topics.

70. Societal Concerns

For excellence in content about current issues of societal concern, community or immediate public interest.

A. Short Form Content (up to 10 minutes)

B. Long Form Content (longer than 10 minutes)

C.

71. Weather – Short Form or Long Form Content

For excellence in content about weather related topics.

72. Branded Content

For excellence in a complete, stand-alone video or video series produced with the intention of connecting or engaging an audience with an organization's brand. The content may tell a story and/or inform in an entertaining, creative, or emotional way. The video includes some visual branding, product placement or overt mention of the organization at the center of the production. Because of the nuanced nature of what constitutes “Branded Content,” final determination of category placement is at the discretion of the Chapter’s Awards Committee.

NOTE: Video may not contain a call for commerce. Website URLs or requests to follow social media accounts do not constitute calls for commerce. Program length

commercials (infomercials) are not eligible. Content from projects identified as “branded” may not be entered in other content categories.

EXAMPLES:

- Businesses or non-profits that produce content to highlight their own establishments or services
- Hospital or medical stories promoting a particular health care facility or cause such as organ/tissue donation
- Videos in which organizations explore topical issues or put forth chosen experts to offer advice on topics with a focus on the organization’s viewpoint or services
- Travel content produced by or for specific destinations such as “what to do when you're in Las Vegas”
- Local power company vignettes telling the story of the company’s evolution in the community
- Police/fire department recruitment videos
- College tour or recruitment videos

A. Short Form or Long Form Content

B. Sports

SPOT ANNOUNCEMENTS

For excellence in promotional, commercial or public service announcements. Entries must be regionally conceived, produced and distributed. 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 2 minutes in length**, except for the Long Form Promotional Spot category. If a campaign is entered, a maximum of five (5) spots may be included which are edited together for a single video upload. If a campaign is entered, no spots from that same campaign may be submitted in a single-spot category.

NOTE: One (1) second of black must be inserted between elements of a campaign.

73. Public Service Announcement

For excellence in announcements that effectively create awareness, focus interest on or marshal support for worthy community causes or non-profit organizations.

A. Single Spot *Entry Time Limit: 2 minutes*

B. Campaign *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

74. 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. Program length commercials (infomercials) are not eligible.

A. Single Spot *Entry Time Limit: 2 minutes*

B. Campaign *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

75. Promotion

For excellence in announcements that promote news departments within television stations, newspapers or online news reporting entities and/or content produced by those entities. This includes promotion of or teasers for specific news stories, breaking news or weather, sports content within newscasts, news specials, news image and on-air news/weather/sports anchors and reporters.

A. News Promotion – Topical (Single Spot) *Entry Time Limit: 2 minutes*

NOTE: May include cold opens and in-show teasers.

B. News Promotion – Image (Single Spot) *Entry Time Limit: 2 minutes*

C. News Promotion – Campaign *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

For excellence in announcements that promote content produced outside the news department. This includes spots that promote a broader station/company image as well as regionally produced spots for network, local and/or syndicated programming.

D. Program Promotion (Single Spot) *Entry Time Limit: 2 minutes*

E. Image Promotion (Single Spot) *Entry Time Limit: 2 minutes*

F. Promotional Campaign *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

NOTE: This category is intended for non-news promotional campaigns.

For excellence in announcements that promote sports content produced outside the news department. This includes spots that promote a broader station/company image as well as regionally produced spots for network, local, and/or syndicated programming.

NOTE: Intended for promos produced for content that would be entered in the Sports Content section with the exception of Sports Story - News.

G. Sports Promotion (Single Spot) *Entry Time Limit: 2 minutes*

NOTE: May include sports program teases or cold opens.

H. Sports Promotion (Campaign) *Entry Time Limit: 10 minutes (up to five spots, each spot up to 2 minutes in length)*

For excellence in longer announcements that promote regional programs, events or a broader station or organization image (such as end of the year reviews or a special anniversary). Spots must be at least 2 minutes in length.

I. Long Form Promotional Spot *Entry Time Limit: 5 minutes*

CRAFT ACHIEVEMENT

For excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft or a composite of material as originally distributed. 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 in the same craft category. Craft awards are intended for hands-on craft persons, not those who supervise craft persons. Entry Time Limit: 15 minutes (unless otherwise indicated.)

NOTE: One (1) second of black must be inserted between elements of a composite.

76. Talent

For Anchor, Sports Analyst and Sports Play-by-Play categories only: A segment is an excerpt from a news program (newscast, news special, breaking news, live sporting event/game, etc.) with material that doesn't include the entrant edited out. An entry may include up to five segments. Each segment may include material from only ONE program: vthink of this as "five segments equal five changes of clothing" rule. It's allowed, but not required, for the co-anchor's and reporters' video to be edited out of a segment. Anchor entries may include examples of studio anchoring, field anchoring, specials, breaking, etc., but NOT reporter packages (if an anchor also does reporter packages, they must enter those in one of the reporter categories.)

- A. Anchor – News**
- B. Anchor – Weather**
- C. Anchor – Sports – Within a Traditional Newscast**
- D. Anchor – Sports – Sports Only program**
- E. Sports Analyst – Studio**
- F. Sports Analyst – Game**
- G. Sports Play-by-Play**
- H. Reporter – Features/Human Interest**
- I. Reporter – Daily News**
- J. Reporter – Investigative**
- K. Reporter – Live**
- L. Reporter – Political**
- M. Reporter – Specialty Assignment**
- N. Reporter – Sports – Within a Traditional Newscast**
- O. Reporter – Sports – In Game, Pre or Post Game**
- P. Reporter – Transportation/Traffic**
- Q. Commentator/Editorialist**
- R. Performer/Narrator**

S. Program Host/Moderator

T. Program Host/Moderator Sports

77. Live News Producer

Enter a composite not to exceed 30 minutes. Material entered in this category cannot be entered by the same entrant in any News Content categories.

78. Live Sports Producer

Enter a composite not to exceed 30 minutes. Material entered in this category cannot be entered by the same entrant in any Sports Content categories.

79. Writer

NOTE: Script preferred for all writer categories.

A. News

B. Sports

C. Short Form Content (up to 10 minutes)

D. Long Form Content (longer than 10 minutes)

80. Director

A. Live or Recorded Live (PL Track is Optional)

B. Sports (PL Track is Optional)

C. Short Form Content (up to 10 minutes)

D. Long Form Content (longer than 10 minutes; Post-Produced)

81. Editor

A. News

B. Sports

C. Short Form Content (up to 10 minutes)

D. Long Form Content (longer than 10 minutes)

E. Spot Announcement

82. Photographer

A. News

B. Sports

C. Non-Sports/Non-News Content

83. Video Essayist

For excellence by a single individual telling a single or multi-part story, without a reporter, narrator, or host. The video essay creator is the photographer and editor, weaving together elements captured in the field to tell the story. Entry may not be entered in any other craft category. Composites are permitted.

84. Multimedia Journalist

For excellence by a cross-discipline individual, serving as photojournalist, editor, talent, and writer (also known as an MMJ or VJ); covering a single or multi-part video story or topic. Entry may not be submitted in any other craft category. Composites are permitted.

85. Graphic Arts

Entries must contain graphical elements originally created for regional markets. Repurposed content from national sources is not eligible. Graphics Composites may include more than 5 examples of work, for up to five minutes of entry video, as long as each example is separated by one second of black and there is no other post-production to the entry.

Chapter Note: The Graphic Arts categories may include examples of motion graphics, visual effects, compositing and/or art direction.

A. Graphic Arts

Chapter Note: For non-news, non-sports graphics.

B. Graphic Arts - News

C. Graphic Arts - Sports

86. Audio - Live / Post Production

87. Musical Composition/Arrangement

88. Lighting - Studio / Location

89. Technical Achievement

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition. In addition to the video, entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement. Entry Time Limit: 30 minutes.