



Call for Entries **Emmy® 2007**

31st ANNUAL REGIONAL EMMY® AWARDS

Recognizing excellence in these designated market areas (DMAs):

ALABAMA – Mobile

FLORIDA – Cape Coral-Ft. Myers-Naples, Gainesville, Jacksonville, Miami-Ft. Lauderdale, Ocala, Orlando-Daytona Beach, Panama City, Pensacola, Sarasota, Tallahassee, Tampa-St. Petersburg and West Palm Beach

GEORGIA – Thomasville

LOUISIANA – Alexandria, Baton Rouge, Lafayette, Lake Charles and New Orleans

PUERTO RICO – All Markets

Chapter 11

NEWS

ADVANCED MEDIA CATEGORIES

Outstanding Achievement in Content for Broadband and Portable Delivery

Awards will be given in recognition of editorial content and video production creativity in original material created primarily for consumption on non-traditional viewing platforms such as computers, mobile phones, PDAs and similar devices. Judges will give significant weight to the entrant's utilization of advanced media capabilities (i.e. interactivity and viewer's choice of images) when determining award-worthy entries.

Examples of potential submissions may be (but not limited to) vodcasts, podcasts, webcasts, video blogs, web-site programs, including journalistic reporting, event coverage or event analysis, mobisodes, video-on-demand content and any other form of material delivered over an IP network, or platform, like wireless, broadband or VOD.

One award, more than one award, or no award may be given to the person(s) directly responsible for the content and execution of the program or segment. Content directors, managing editors, writers, editors, graphic artists, video editors, directors, photographers, hosts, moderators, anchors, reporters, assignment editors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness.

Enter 15 minutes of complete program or a compilation not to exceed 15 minutes.

Additional rules and procedures apply (read Standard Clauses and Suncoast Rules and Fees.).

ENTRY FORMAT – ADVANCED MEDIA: Entries must be submitted on CD-R (CD minus R).

Entries are intended to be screened in their native format (compression rate, frame rate, etc.) as originally produced so that peer judges can simulate the original viewing experience. Video content should be submitted in formats compatible with one of the following players: Quick Time version 6 or better, RealPlayer version 10 or better and/or Windows Media Player version 9 or better. A one page written description must accompany each entry submission.

CD-Rs must be labeled with the following information: Printed CD labels (paper labels) are not suggested; instead, use a permanent marker to legibly PRINT identifying information on the disk. Ink jet or laser printing that can be applied directly to the CD face (printable media) are acceptable.

- Name of entry
- Category number and name
- Running time
- Note whether entry is Spanish or English
- Use a clear sleeve or case
- One entry per CD

47. Breaking News/Continuing Coverage

For excellence in coverage of a single unanticipated news event that is streamed simultaneously with the news event being covered. Entry may include multiple live or taped elements.

and/or

For coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. A stand-alone segment from this composite may be entered in one other area.

54. Investigative Report

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

55. News Programming

For excellence in coverage of news in general, news-related topics or subject matter.

SEND ENTRIES TO:

**Karla MacDonald
Suncoast Chapter Administrator
10385 Rue Vendome
Pembroke Pines, FL 33026**

Make checks payable to NATAS SUNCOAST CHAPTER

QUESTIONS?

If you have any questions about the EMMY® Awards or the process, please contact:

BOB BEHRENS, Executive Director e-mail badvideo@aol.com

DEADLINE FOR ENTRIES: 5 pm, July 6, 2007