



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 12

PROGRAMMING

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

CATEGORY 46

46. Arts/Entertainment

For excellence in a regularly scheduled program or special that focuses on general entertainment, variety or performing arts.

CATEGORY 48

48. Business/Consumer/Financial

For excellence in coverage of business, finance or consumer topics

CATEGORY 49

49. Children/Youth/Teens

For excellence in coverage of issues designed to be of specific interest and value to a target youth audience.

CATEGORY 51

51. Documentary/Historical/Cultural

For excellence in the creation of a formal, structured presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance; or coverage of subjects that emphasize historical, cultural or ethnic issues or topics.

CATEGORY 52

52. Informational/Instructional

For excellence in presentation of stories whose prime purpose is to be instructional, to teach formally, or informally, about a subject, or subjects.

CATEGORY 53

53. Interactivity

For excellence in the creation of an interactive media effort that extends the reach and content delivery of a program created primarily for consumption on non-traditional viewing platforms, including, but not limited to, live over-the-air broadcasts or cablecasts, video sharing, video blogs, discussion boards, online forums, instant web polls, live-to-tape telephone responses, man-on-the-street kiosk recorders and other media.

This is NOT an award for “best website”, but may include the use of a website in a program. The combination of these content-enhancing extensions must demonstrably engage the viewer synchronously or in a manner that is integral to the content of the associated program. Submission must include a video presentation of the original program AND synchronous media IF the appearance and value of such is not obvious during the program. If the judging panel can benefit by visiting a website that will be current and relevant during the judging period, provide an appropriate web address. If the appropriate website is not available during the judging period, the entry must include a video clip that represents its significant contribution to the interactive program. The entry may be accompanied by a written description of no more than 200 words explaining the enriching media experience of the interactive media effort.

CATEGORY 56

56. Public/Current/Community Affairs

For excellence in a regularly scheduled program or special that focuses on current issues of societal concerns, social ills, community or general public interest.

CATEGORY 57

57. Sports

For excellence in coverage of sports in general, sports-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