

2017 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

The Southeast Emmy® Chapter is proud to offer the **Excellence in My Market Awards** recognizing television excellence produced in those markets ranging in size from Columbia, SC (#77) to Greenwood–Greenville, MS (#190). Without the extensive resources found in larger markets television professionals in these markets find a way to create television excellence every day.

Entries in the **2017 Southeast Excellence in My Market Awards** will be held to the same Standard of Excellence exemplified by the National Television Academy's Emmy® Awards, yet will be judged **ONLY** by qualified peer-judges from similar-sized television markets in other NATAS chapters.

IMPORTANT DATES

Eligibility Release Dates

November 15, 2015 – November 14, 2016

Deadline for Entries

November 15, 2016

Deadline for Video Upload

November 18, 2016

Nominations & Recipient Announcement

January 16, 2017

Call for Entries

The 2017 Southeast Regional Excellence in My Market Awards, presented by The Southeast Chapter of The National Academy of Television Arts & Sciences, will recognize the best of the Region's 2016 production work for television and allied media in markets 75 and smaller. This is the second year this Chapter is offering these awards. Several entries in our last cycle went on to receive Emmy® nominations.

Your entries are invited beginning October 1, 2016.

Honored Southeast Excellence in My Market Award entries will receive an ***automatic entry in the same category of the 2017 Southeast Emmy® Awards*** for no additional charge.

Please read the Eligibility Criteria, Rules and Entry Procedures carefully.

CATEGORIES

SPECIAL ACHIEVEMENT

- 1. Overall Excellence:** Awarded to the General Manager/President 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 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. 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. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements. Entry length shall not exceed 60 minutes.

NEWS PROGRAMMING

One award, more than one award, or no award (a crystal pillar with the NATAS logo), except where noted, may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. For any entry designated as a series, a minimum of two reports must be included. LIMITED TO 4 INDIVIDUALS

- 2. General Assignment Report:** For excellence in coverage of a single or multi-part story or topic. Entry may include live and/or taped elements. Time Limit: 10 minutes.
- 3. Breaking News:** For excellence in coverage of a single unanticipated news event. Entry may include multiple live or taped elements and online content. Time Limit: 15 minutes.
- 4. Investigative Report:** For excellence in reporting of a news 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. Written documentation is required (100-word limit). Time Limit: 30 minutes.
- 5. Feature Report:** For excellence in reporting of a single or multi-part feature news story or topic. Report time limit: 10 minutes.

NEWS & PROGRAM SPECIALTY

One award, more than one award, or no award (a crystal pillar with NATAS logo) is given to the producer(s) directly responsible for the content and execution of the program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. LIMITED TO 4 INDIVIDUALS

6. Weather / Weathercast: For excellence in coverage of weather in general, weather related topics or subject matter within a news program. Time Limit: 10 minutes. Series Time Limit: 15 minutes.

7. Sports: For excellence in coverage of sports in general, sports related topics or subject matter within a news program. Time Limit: 10 minutes. Series Time Limit: 15 minutes.

SPOT ANNOUNCEMENT

One award, more than one award, or no award (a crystal pillar with the NATAS logo) is given to the producer(s) and others directly responsible for the content and execution of the promotion. Entries must be locally conceived, produced and aired. 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 5 minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included. LIMITED TO 4 INDIVIDUALS

8. Promotion: For excellence in announcements that promote a news image, a specific story, stories or series, including sports, weather and/or franchise stories. This includes promos for news specials, breaking weather, sports specials, etc.

CRAFTS ACHIEVEMENT

One award, more than one award, or no award (a crystal pillar with the NATAS logo) is given for excellence in a specific television 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 broadcast. Time Limit: 15 minutes.

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.

Craft awards are intended for hands-on craft persons, not those that supervise craft persons.

9. Director

10. Writer

On-Camera Talent

11. Anchor – News
12. Anchor – Sports
13. Anchor – Weather
14. Reporter

15. Photographer

16. Producer: Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, producer material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere. “Producers” are those directly responsible for the content and execution of the material presented in the entry. Anchors, hosts, reporters, writers, photographers, editors, assignment editors, producers, directors and qualified others may qualify as a “producer” if their contributions are significant to the entry’s award-worthiness.

One award, more than one award, or no award is given only to the primary recipient listed on the category. Others who may have contributed to the content and execution of the material presented in the entry may purchase pillars commemorate their participation.

GUIDELINES

- **You may enter the same material in both the Excellence in My Market Awards and the traditional Emmy® categories as long as the entry material meets all the appropriate rules in each Awards’ Call for Entries.**
- Excellence in My Market award-winning entries which originally aired during the proper SE EMMY® awards cycle can automatically advance to the Emmy® awards process, at no additional cost.
- Membership in NATAS is not required to enter.
- There is no limit on the number of individuals who may be listed on an entry. All entrants must be directly responsible for the entry’s production. **Excellence in My Market pillars** are awarded to individuals, not to their employers, stations or companies.
- You may NOT enter a single, stand-alone piece of work in more than one program category. You may however enter the same material in separate craft disciplines if you also performed the different job functions.
- Material included as part of a composite entry in the Station Excellence, category may be entered in other categories.
- A composite is defined as a sampling of two or more representative segments or elements that convey to a judging panel the scope, breadth, or range of an

individual's talents or of coverage of a special event. The elements within a composite, unless otherwise noted, are to be "as aired" with no internal edits or post production work, such as music or special effects. Demo reels or montages are not allowed. One to two seconds of black between cuts, with no audio or slates, must be added to separate segments within the composite. Unless otherwise noted, a straight lift from a long work may be included as an element of a composite, but there must be no editing of the lift. For program entries, composite may only contain content from one episode of the series, not multiple installments.

- A max of three segments/lifts is permitted to bring full-length programs to the time limit.
- We encourage the use of the synopsis to help judges navigate the entry.

ENTRY FEES:

Member Entry fee: \$30 flat rate (all listed entrants must be members)

NON-MEMBER Entry fee: \$175

**Individuals becoming a member now will receive annual member benefits for 15 months, starting immediately and expiring December 31, 2017.*

Failure to pay correct entry fees in full will result in disqualification of entry.

The Excellence in My Market Awards are presented for excellence in television programming and individual crafts achievement in the television arts for DMAs 75 and above, with discretion given to each Chapter. No entry may be submitted to another Chapter's awards. Recipients do not receive Emmy® statuettes. Instead, stunning, custom-designed Excellence in My Market Award crystal pillars engraved with the Emmy® image will be awarded to the honored individuals.

Regional Excellence in My Market Awards Committee:

Chairperson: Jeremy Campbell, WXIA-TV/WATL-TV

Committee Members:

Adam Brecht, SCAD

Phil Humes, WAGA-TV

Evelyn Mims, Mims Media Group

Rafael Ortiz-Guzman Rolling Media

Chapter Administration:

Chapter President Ioanna Dafermou, Weather Channel

Chapter Administrator Cathie Bailey

PLEASE E-MAIL ALL QUESTIONS CONCERNING ENTRIES, CATEGORIES OR ELIGIBILITY TO **EMMYQUESTIONS@SOUTHEASTEMMY.COM** SO THE FULL COMMITTEE CAN REVIEW THEM.

The Committee will reply to your question within 36 hours. For assistance with membership, payments or other issues please email:**emmyoffice@southeastemmy.com**

Thank you for your interest. We look forward to your participation!