

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## 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.

770.330.3036

[emmyoffice@southeastemmy.com](mailto:emmyoffice@southeastemmy.com)

[www.southeastemmy.com](http://www.southeastemmy.com)

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## 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. 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 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 and online content. 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.

770.330.3036

[emmyoffice@southeastemmy.com](mailto:emmyoffice@southeastemmy.com)

[www.southeastemmy.com](http://www.southeastemmy.com)

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## 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. 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.

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.

770.330.3036

[emmyoffice@southeastemmy.com](mailto:emmyoffice@southeastemmy.com)

[www.southeastemmy.com](http://www.southeastemmy.com)

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS &  
SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## 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 which are edited together for a single video upload.. 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.

770.330.3036  
emmyoffice@southeastemmy.com  
www.southeastemmy.com

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS &  
SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## 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

770.330.3036

[emmyoffice@southeastemmy.com](mailto:emmyoffice@southeastemmy.com)

[www.southeastemmy.com](http://www.southeastemmy.com)

# THE 2018 SOUTHEAST EXCELLENCE IN MY MARKET AWARDS

PRESENTED BY:

THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES SOUTHEAST CHAPTER

*excellence*  
**IN MY**  
*market*  
**AWARDS**

## CRAFTS ACHIEVEMENT CONTINUED

### 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 to commemorate their participation.

770.330.3036

[emmyoffice@southeastemmy.com](mailto:emmyoffice@southeastemmy.com)

[www.southeastemmy.com](http://www.southeastemmy.com)