

**THE NATIONAL ACADEMY OF TELEVISION ARTS  
AND SCIENCES**

**NEW ENGLAND CHAPTER**

**REGIONAL STUDENT TELEVISION AWARDS FOR  
EXCELLENCE**

**RULEBOOK FOR 2010**

**Eligibility Period: Feb. 1, 2009 – Feb. 26, 2010**

**Entry Deadline: Feb. 26, 2010**

## **GENERAL RULES**

### **PURPOSE:**

The New England Chapter Regional Student Television Awards for excellence, which promotes best practices to high school students, is intended to be an incentive for the pursuit of excellence in television journalism and focus public attention on outstanding achievements in television produced by high school students. Faculty involvement can only be advisory.

### **GENERAL ELIGIBILITY REQUIREMENTS**

All entries must have been transmitted within the eligibility period from Feb. 1, 2009 – Feb.26, 2010. Applicants must be currently enrolled as a full-time student as of the application deadline.

Eligible schools that can participate must be in the coverage area of New England.

Entries must be submitted, as they were originally transmitted. The same material may not be entered in more than one category. There may not be any post-broadcast changes, except edits for time, as noted on the six category descriptions that follow. An entry may be submitted by any student (or group of students working as a team) who is currently enrolled in high school and should be sponsored by the school, after school or school-related program where the work was produced.

Alternatively, the high school or after school program may endorse submissions produced by its enrolled students at public access facilities or community arts centers, thereby verifying the submission as the student's own. There is no limit to the number of entries a school or after school program may submit in each category.

Entries in English will be judged by English-speaking peers. Entries in Spanish will be judged by Spanish-speaking peers. Entries in other languages may be entered. Judging of these entries is subject to the availability of qualified judges who speak the language of the entry. We recommend that entrants in languages other than English or Spanish submit an English-language translation of the narration track.

The New England Chapter Regional Student Television Award for Excellence (an engraved glass pillar) will be presented to the sponsoring high school, after school program, or producing organization. The students involved in the production of the entry will receive certificates. Following the distribution of the awards, duplicate awards (glass pillars) with individual student names will be available at a cost of \$100.00 each.

## **ORIGINAL MATERIAL**

At least two-thirds of an entry must consist of original material, unless previously produced material has been given some unique and creative treatment. Entrants must specifically identify and give credit to all non-original material included in the entry. This includes music use.

## **REGIONAL STUDENT AWARD CATEGORIES**

### **1. News**

For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on the basis of editorial content and pictorial coverage, which demonstrates awareness of broadcast journalistic standards including accuracy and fairness. Judges will particularly look for well-organized material paying close attention to clearly written narration and appropriate sound bites. Preference will be given to individual pieces demonstrating reporting and field production. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the individual report. **Time Limit: No more than five minutes.**

### **2. Arts and Entertainment/Cultural Affairs**

For outstanding reporting achievement in a regularly scheduled presentation of content with cultural or artistic significance. **Time Limit: No more than three minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

### **3. Long Form (Fiction and Non-Fiction)**

For outstanding achievement in a regularly scheduled or special presentation of a long-form treatment of a single subject. Dramatizations or student originated soap operas or plays are permitted. Subject matter can include (but is not limited to) investigations, examinations of social issues, personal relationships, sports lifestyles, music, performing arts, entertainment, fashion and historical retrospectives. Content, creativity and execution will be important elements in judging the entries. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: Entry must run a minimum of six minutes and a maximum of 10 minutes.** If the original presentation ran more than 10 minutes, entrants are permitted to submit two five-minute unedited segments that best exemplify the total work.

### **4. Sports**

For outstanding achievement in a regularly scheduled or special presentation of sports news and information. In-studio set-up or anchor link work will not be considered as an asset unless it materially contributes to the editorial content of the presentation. Judges will particularly look for well-organized material, paying close attention to clearly written narration and appropriate sound bites. **Time Limit: No**

**more than three minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.

## **5. Public Affairs/Community Service/Public Service**

For outstanding achievement in a regularly scheduled or special presentation of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Content, creativity and execution will be important elements in judging the entries. Entry will be judged on awareness of broadcast journalistic standards including accuracy and fairness. **Time Limit: No more than two minutes.** Or an individual may enter a compilation of his/her work in this category consisting of up to three unedited pieces totaling 10 minutes in length.


## **6. Writing**

For outstanding achievement in writing in all forms, including both fiction and non-fiction. This award is designed to encourage clarity of thought as well as creativity. Style and substance both count heavily in determining the winner. Scripts must be fair and accurate and must demonstrate logical organization of editorial content so that a viewer will easily understand the story that is being told. Scripts must accompany produced pieces. **Time Limit: 15 minutes.**

## **JUDGING PROCESS**

Entries will be judged by blue ribbon panels composed of television industry professionals and university or media teachers. Judges may not have a conflict of interest, which is described as having direct involvement in the production of an entry, or having a personal relationship with a member of the production staff of an entry. To avoid conflicts of interest, judges are assigned to panels for schools submissions in geographic areas other than their own.

## **RULES FOR ENTERING**

Entries will be accepted only as DVD video . The readability of the DVD is the responsibility of the entrant. DVDs that cannot be “read” cannot be judged and entry fees will not be refunded. We recommend that you also print a copy of the entry form for your own records.

DVD Entries must be finalized and “compatibility tested” on a different DVD player than the one used to burn the entry. Brand-name disks are recommended

Printed DVD labels (paper labels) are not suggested; instead, use a permanent marker or Sharpie to legibly PRINT on the disk: The title of the entry, the category number, school, the main entrant's name and the running time. Ink jet or laser printing applied directly to the DVD face is acceptable. Use a clear sleeve or clear DVD plastic case, square shaped is best.

In the writing category, a full script of the entry must be included with the DVD.

Only one entry per DVD.

### **ENTRY FEES**

Administration Fee will be \$25.00

### **ENTRY ERRORS AND OMISSIONS**

The New England Chapter assumes no responsibility for the accuracy, errors, or omissions of information made by individuals in the submission of entries pursuant to this notice. Entrants are urged to read the Rulebook and to follow its instructions carefully. Entrants are solely responsible for submitting correct information such as name credits and other factual information pertaining to the submission. The New England Chapter of NATAS will not accept submissions, which are contrary to or in conflict with any of its rules or regulations.

Entries missing information on the entry form, or which have incorrect fees, or do not follow the guidelines for entry preparation will be subject to a \$5.00 reprocessing fee for each correction, which requires manual intervention including the addition or deletion of names, or the entry may be subject to disqualification.

The intentional falsification of production credits by an entrant will be the basis for disqualification of the entry.

Submission of the entry constitutes permission for the Chapter to telecast, screen or webcast all or portions of the entry.

All entries must be submitted as originally transmitted. NATAS reserves the right to corroborate any information on an entry form, to combine duplicate entries, or to disqualify an entry. All entries are subject to approval by the New England Chapter of The National Academy of Television Arts and Sciences.

### **USE OF EMMY® MARK**

Schools and student award recipients may refer to the fact that they are recipients of a Regional Student Television Award for Excellence, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

# EXHIBIT F

## Emmy® Usage Policy



# THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

## **POLICY**

regarding the use of:

**Trademarks,  
EMMY<sup>®</sup> statue(ette), and  
Clips from EMMY<sup>®</sup> Award Shows**

Revised June 16, 2005

### **I. Trademark Use Guidelines**

#### **A. Consistent and Proper Use**

The trademarks of The National Academy of Television Arts and Sciences (NATAS) are valuable assets. Proper and consistent use of such trademarks is vital so that those marks maintain their value and NATAS may protect its legal rights in ownership of those marks. Therefore, please familiarize yourself with, and abide by, the following use guidelines. Always follow these rules when using The National Academy of Television Arts and Sciences' trademarks:

**1. Use trademarks as adjectives.** Trademarks are adjectives, not nouns or verbs, and should always be followed by a noun.

Correct:

**Emmy<sup>®</sup> award**

**Emmy<sup>®</sup> award ceremony**

Incorrect:

**The Emmy's**

**2. Never use trademarks in plural or possessive form.**

Incorrect:

**Two Emmy's**

Correct:

**Two Emmy<sup>®</sup> statuettes**

**3. Set trademarks apart from other words or the nouns they modify.**

Methods of distinguishing a mark include printing it in capitals, italicized text, using bold faced text, title case (providing that the surrounding text is not also in title case) and/or putting the mark in "quotation marks."

Examples:

the EMMY<sup>®</sup> award ceremony

the *Emmy*<sup>®</sup> award ceremony

the **Emmy**<sup>®</sup> award ceremony

the Emmy<sup>®</sup> award ceremony

the "Emmy"<sup>®</sup> award ceremony

**4. Never use any other trademark in conjunction with a NATAS trademark without express authorization from The National Academy of Television Arts and Sciences.**

**5. Use the appropriate trademark symbol in the proper place and give proper attribution.** While it is not always practical or feasible to use the appropriate trademark notice with every use of a word mark, try to use the appropriate symbol whenever the mark is displayed prominently and the in the first

occurrence of the mark in text on each page, including web pages. If the trademark consists of a logo or a design, the appropriate trademark notice should appear with every use of the logo or design.

pages. If the trademark trademark notice should appear with

## **B. Appropriate Symbols**

® = registered trademark (a mark used in connection with goods) or service mark (a mark used in connection with services)

™ = trademark ownership claimed but mark is not registered

SM = service mark ownership claimed but mark is not registered

Correct:

Emmy® Awards  
SILVER CIRCLE® Program

## **C. Disclaimer**

**Acknowledge NATAS' ownership of its trademarks. The following language should be included on all websites and materials that display NATAS trademarks:**

*“Use of the trademarks and service marks of The National Academy of Television Arts and Sciences (“NATAS”), including the mark EMMY®, requires the prior express written permission of the National Television Academy.”*

## **D. Fair Use of Emmy® Trademark**

Note that while permission is required to use the NATAS trademarks in connection with products and services, others are allowed to make “fair use” of the mark to identify the products and services of NATAS. For example, a winning television show, may fairly advertise that it has won an EMMY® award.

## **E. Alteration**

**Never alter NATAS trademarks, including designs, colors, etc. without express written authorization from NATAS.**

## **F. Inappropriate Use**

- 1. Never use NATAS' trademarks in jokes, puns or in a derogatory fashion.**
- 2. Notify NATAS of any improper use of any of its trademarks.** Report as much detail as possible about the misuse, including the name of the party, contact information, and copies or photographs of the potential misuse.

## **G. Subject to Change**

**Always follow all applicable marketing and legal guidelines.** From time to time, NATAS may modify these written guidelines making it imperative to review all updates. At all times, you are subject to the prevailing guidelines currently in effect.

## **II. Protection Of The Emmy® Statue(ette)**

**A.** The Emmy® statue(ette) is the property of and all rights are reserved by The National Academy of Television Arts and Sciences.

**B.** The Emmy® statue(ette) may not be reproduced or used in any commercial manner unless permitted by NATAS, it being understood that possession of the same is solely for the benefit of the recipient and the recipient's heirs or successors in interest.

**C.** If a recipient or the recipient's heir or successor in interest proposes to sell or otherwise dispose of the Emmy® statue(ette), such persons shall be obligated to return the statue(ette) to NATAS which will retain the same in storage in memory of the recipient.

## **III. Use of Excerpts from Emmy® Awards Show**

**A. Clips from EMMY® Awards Shows may be used in news broadcasts to report on said awards shows.** The policies governing such uses are as follows:

1. The clips are to be used only in the segment of the broadcaster's news program that covers the EMMY® Awards ceremony.

2. Aggregate length of all clips in a news program is not to exceed one (1) minute.

3. Clips are not to be aired as a part of a news program in any time zone until completion of the airing of the EMMY® Awards shows in that time zone.

4. The broadcaster must assume all responsibility for obtaining union and/or music clearances, and must secure the consent of the network which broadcasts the show. The broadcaster must indemnify NATAS and ATAS against any claims. See Exhibit A (attached).

### **B. Other Use of Excerpts:**

1. Clips from EMMY® Awards shows may be used in news stories (in addition to those covered under section A. above) which relate to a recipient of an award upon his or her death.

2. Clips from EMMY® Awards shows may be used in retrospectives and similar shows dealing with the careers of recipients.

3. Clips from EMMY® Awards shows may be used in other awards shows.

4. Clips may not be used in entertainment-type shows.

**C. Programs other than current news shows in which clips are used may be broadcast and rebroadcast without limitation.** NATAS and ATAS would also agree that, in most cases, it is proper to allow usage of those clips in after-market applications, e.g., a retrospective of an artist which is first broadcast on television then released on home video.

**D. Permission for use of clips (in shows other than news) must be obtained in each instance from NATAS and ATAS.** The party seeking permission is responsible for securing any necessary union or music clearances. A copy of the standard form used in connection with EMMY® Awards Shows for this purpose is attached as Exhibit B. Please note that in the form, in some cases where NATAS or ATAS is dealing with a recognized company, there is an alternate paragraph that contains an indemnity against union and music claims, as opposed to a provision requiring the proposed user to obtain the clearances.

**E. Use of Excerpts in Commercials:**

It is felt that this type of use would dilute the value of the EMMY®. Accordingly, unless the Board of Trustees were to grant a waiver in a specific instance, excerpts from EMMY® Awards Shows may not be used in commercials.

## **IV. Use of the EMMY® Name and EMMY® Statue(ette) in Advertising and Publicity**

**A. EMMY® Winners:**

1. EMMY® winners may at any time refer in advertising and publicity to the fact that they have won an EMMY® and may, for one year after the Award is won, use a replica of the statue(ette) in such advertising.
2. NATAS and ATAS are currently receiving requests for use of the statue(ette) on video cassettes/disc of EMMY® winning Shows. It is the policy of NATAS and ATAS that the statue(ette) may not be used on video cassette/disc copies of EMMY® winning shows. However, reference may be made in the printed material on the cover to the effect that the show is an EMMY® winner.

**B. Sponsors of EMMY® shows:**

In the past, we have allowed sponsors of EMMY® Awards Shows to use a copy of the EMMY® Statuette and the EMMY® name in both print and point-of-sale advertising, provided that (i) the advertising occurred at or about the time of broadcast of the Show, and (ii) the advertising made specific reference to their sponsorship of the Show.

**C. Advertiser's Use of Clips from Shows in Advertising:**

Unless the Board of Trustees was to grant a waiver, clips from an EMMY® show (i.e., a clip showing someone winning an EMMY® award or a clip of someone wearing the advertiser's product at the Show) may not be used in advertising.

**D. Network / Station Uses:**

1. Networks and local television stations may use the EMMY® name and EMMY® statue(ette) with appropriate copyright and trademark notices in connection with promotional announcements for programs which, in fact, have won the EMMY® award, as long as it is done within one (1) year after the Award has been won and not thereafter.

2. Networks and local stations may announce the fact that they have won national EMMY® Awards or regional EMMY® Awards, as the case may be, by showing replicas of the statue(ette) and may refer to the name of NATAS or ATAS. Appropriate copyright and trademark notices should be affixed to any replicas of the statue(ette) as outlined above.

## **V. Other Uses of the EMMY® Name or the EMMY® Statue(ette)**

### **A. In Television Programs or Movies:**

The EMMY® statue(ette) may be used as a prop in a program or movie as long as the use is not in any way derogatory to the statue(ette) and that the statue(ette) is an incidental part of the same.

### **B. In Published Works, etc.:**

1. The EMMY® name and/or statue(ette) may be used in connection with printed works provided that the work is of an educational or informational nature, and the reference to the EMMY® name or statuette is non-derogatory and is reasonably related to the purpose of the published work.

2. EMMY® winners are permitted to use pictures of themselves receiving the EMMY® award in personal resumes and self-promotion.

3. Pictures of EMMY® winners receiving their statue(ette)s may also be used in printed materials featuring biographical material about such winner, provided that the use is reasonably related to the biographical material, e.g., use of a picture of an EMMY® winner in a souvenir program of a stage play in which the EMMY® winner appears, use in biographical articles about the winner, etc.

4. We have received requests from corporate EMMY® winners to use replicas of the EMMY® on stationery and the like. Although EMMY® winners may make textual reference to the fact that they have won an EMMY® award, they may not use replicas of the EMMY® statue(ette) for this purpose.

### **C. Merchandising:**

The EMMY® name and EMMY® statue(ette) may not be used in connection with merchandising items except with prior approval of the Board of Trustees. If any proposed merchandising uses are to be approved, that proposal must be coordinated with NATAS and ATAS.