NATAS-Boston/New England Student Production Awards

STANDARD RULES

PURPOSE: To recognize outstanding student achievements in production by conferring awards of merit in the Boston/New England chapter's award region. the presentation of these awards is intended to be an incentive for the continued pursuit of excellence by those studying media and journalism and to focus public attention on outstanding cultural, educational, technological, entertainment, news and informational achievements by undergraduate college and/or high school students.

ELIGIBILITY:
1. Programs or program segments conceived, produced and executed by students at a high school, university, college or technical/vocational school within the Boston/New England Chapter's award area are eligible for student award consideration.
2. Returning students who previously worked as professionals are not eligible.
3. No professional services may have been employed in the production of the entry.
4.   Faculty involvement can only be advisory.
5. Entrants must be enrolled as a full-time student as of the entry deadline.
6. Students may enter work that was produced as a class assignment, extra-curricular assignment or in conjunction with their academic experience.
7. Students who perform *professional* work may enter their work in the professional awards competition, provided they meet all eligibility requirements.
8. No entry may be submitted to more than one Chapter's awards.
9. The entry does not need to have been broadcast, cablecast or webcast to be eligible.
10. Entries must be submitted as they were originally transmitted.
11. There may not be any post-broadcast changes, except edits for time, as noted on the category descriptions that follow.
12. There is no limit to the number of entries a school may submit in each category.
13. Pornographic, violent, defamatory or offensive material is not accepted. The interpretation of the Awards Committee is final and absolute.
14. Ineligible entries may be disqualified during any phase of the competition.

STUDENT PRODUCTIONS: Students are not considered peer professionals and as such, their regional student productions are not eligible for Emmy® award recognition. If material is produced as part of a class, for which school credit is received, they are considered a student. If they are paid or working on a project with other "professionals," and want to enter the Chapter's Emmy® Award competition, they cannot enter as a student, but instead must pay the appropriate entries fees as an active NATAS member (or non-member). The student is then prohibited from entering subsequent student production categories with other classmates. Student award

recipients may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

INTENTIONAL FALSIFICATION: The student advisor warrants that they are the party most responsible for verifying the eligibility requirements have been met. The intentional falsification of production credits or entry credits may be the basis for disqualification.

ENTRY ERRORS AND OMISSIONS: The National Academy of Television Arts and Sciences assumes no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information. NATAS shall accept all submissions that are not in conflict with any of its rules and regulations.

JUDGING AND EVALUATION: Programs are judged on three criteria: Content, Creativity and Execution on a 10-point scale (maximum 30 points); and craft entries are judged on two criteria: Creativity and Execution for (maximum 20 points).   Judging panels are to be made up of professional peer judges. Judges have the option of including constructive comments or feedback, to be returned to the student's faculty advisor.

FEES: While a fee to cover administrative expenses may be charged, there may be no individual student entry fees.   While the NATAS offers student memberships as non-voting members of their Chapters, membership is not a requirement for advisors or entrants.

ENTRY SUBMISSIONS: The school where the work was produced must submit each entry and the faculty advisor submitting the entry must sign the entry form. There is no limit to the number of entries a school may submit.

LANGUAGE(S): Entries in English will be judged by English-speaking professionals. Entries in Spanish will be judged by Spanish-speaking professionals.   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.

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.

AWARDS: For high school recipients a crystal pillar is awarded to school for entries validated by a professor or teacher. Students responsible for the production, as specified in writing by the school, will each receive a certificate. For college/university students a plaque is awarded for entrants listed at the time of entry.

RESTRICTION ON THE USE OF EMMY® MARK: Schools may refer to the fact that they are recipients of a NATAS Student Production Award, but may not use the Emmy® name or replica of the Emmy® figure in any form of commercial advertising or promotion.

<h1 style="text-align:center"><u>CHAPTER RULES AND REGULATIONS</u></h1>

<u>ELIGIBILITY PERIOD:</u> Entries must have been produced in the Boston/New England Region during the eligibility period **January 1, 2012 to February 15, 2013.**

<u>ENTRY DEADLINE: Monday, March 4, 2013</u>

<u>CONTACT INFORMATION:</u> natasne@aol.com, Jill at 617-283-6314.

<u>HOW TO ENTER THE NATAS STUDENT PRODUCTION AWARDS</u>
The new online system provides everything you need to enter. The entry forms "paperwork", payment options and upload instructions. You do not have to create DVDs, make copies or ship anything to us!

- To enter, **please go to: newenglandemmy.org**
- **Click on Student Awards Emmy Express**
- **Entry Login Page** *(click on the link at the bottom of the page to become a Registered User. You do not need to become a member to enter)*

You must create a user account to access the system. An email confirmation will be sent to your primary email and you will be ready to start your paperwork. YOU MUST DO YOUR PAPERWORK FIRST. The paperwork will generate an email confirmation which will contain your ENTRY ID. You will need your Entry ID to upload your video.

- Credit card payments are processed through Paypal, and a receipt is automatically sent to you.   You can also select to send payment by check.
- To Upload Video go to: newenglandemmy.org, click on Student Awards Emmy Express. Click on *Upload Video* on the upper left corner.

<u>ENTRY FEES:</u>
High School $25 per entry
College/University $60 per entry
Please make checks payable to: NATAS Boston/New England and send to
      NATAS Boston/New England
      P.O. Box 1332
      Newport, RI 02840

ENTRY UPLOAD INSTRUCTIONS:

Welcome to the EMMY® Express Video Upload Process

This information and specifications that are important for you to understand before preparing your video for upload.

What format do I use to upload my entry?
Older CODECs can also be used but don't provide the same quality / compression levels.
Tools for Encoding (transcoding): There are many tools available. The links below are for a few that are worth evaluation:
Resources for Encoding: Following are some articles on encoding best practices:
Desktop Flash video players::

1. **Transcoding Overview** -
   http://www.longtailvideo.com/support/blog/12633/an-overview-of-audio-and-video-transcoding
2. **Transcoding Best Practices** -
   http://www.longtailvideo.com/support/blog/13898/transcoding-best-practices
3. **File Type -** The video must be one of the following output formats:
   - flv - Flash video (VP6 and Sorenson Spark)
   - mp4 - MPEG-4 (3ivx, DivX, Xvid, H264)
   - wmv (WMV, WMV2, MSMPEG,VC-1)
   - mov - Quicktime MPEG-4 (Sorenson Video 3, H263, H264, animation)
   - DV and DVCPro
   - 3GP (mobile phones)
   - MPEG1 and MPEG2
   - AVI (Indeo, Cinepak, Motion JPEG, MPEG)
   - F4V (H264)
   - all other formats supported by FFMPEG can be uploaded too.
4. **The following are some video editing applications supported by the FLV Export plug-in:**
   - Adobe After Effects (Windows and Macintosh)
   - Adobe Premiere Pro (Windows andMacintosh)
   - Apple Final Cut Pro (Macintosh)
   - Apple QuickTime Pro (Windows and Macintosh)
   - Avid Xpress DV (Windows and Macintosh)

5. **Video Codec -** if you are not using video editing equipment, there are several programs that will convert your file using the recommended CODECs:
    - H.264 - MPEG 4/AVC (MPEG 4 Part 10)
    - VP6 - TrueMotion by On2.com
    - MPEG-4 ASP
    - Sorenson H.263.
    - Free MP4 Encoder - http://www.erightsoft.net/SUPER.html and download site http://www.videohelp.com/tools/SUPER
    - Free MP4 Encoder - Handbrake http://handbrake.fr/
    - A web based encoding service called HeyWatch that offers pay-as-you-go encoding for $1.50 to $2 per GB - http://heywatch.com/
    - A web based encoding service called Zencoder that offers pay-as-you-go encoding at a 5 cents per minute rate - http://zencoder.com/
    - A web based encoding service called Encoding.com that offers pay-as-you-go encoding at reasonable prices - http://www.encoding.com/
    - A web based encoding service called HDcloud.com that offers encoding - http://hdcloud.com/
    - Two part article on encoding practices - http://digitalcontentproducer.com/videoencodvd/revfeat/encoding_best_practices_0609/ http://digitalcontentproducer.com/videoencodvd/revfeat/encoding_best_practices_0623/
    - Tutorial on video compression - http://www.longtailvideo.com/support/jw-player/26/web-video-compression
    - Adobe Media Player
    - Moyea FLV Player

6. **Originals Please! -** The less a video is re-encoded prior to uploading, the better the resulting video quality. We encourage you to upload your videos as close to the original source format as possible, with a minimum of intermediate re-encoding steps. Each re-encoding can generally degrade the quality of your video and create some specific problems too.

7. **File Size -** It is recommended that your video should <u>not</u> have a file size greater than **500MB total** for ease of uploading. Files larger than 500MB are much more likely to time out during upload. If you have a good internet connection with high bandwidth, you may be able to upload a file larger than 500MB but if you do have problems, you will

need to reduce the file size. To reduce file size, the encoding must be adjusted. Two-pass encoding can help reduce file size especially for video with a lot of motion or cuts ie: sports entries. Reducing the encoding bitrate is the easiest way to reduce file size.

8. **Video Scale (Dimensions)** - The video player will have a 480x360 (4:3 Aspect Ratio) video display area so it is recommended that your video have a minimum width of 480. If the video is smaller in size, it will be centered within the player video area. If the video is larger, the encoding process will reduce the size for playback.

9. **Aspect Ratio** - The player uses 4:3 aspect ratio. 16:9 aspect ratio video will be letterboxed in the player.
    o The aspect ratio of the original source video should always be maintained when it's uploaded: Uploaded videos should never include letterboxing or pillarboxing bars. The player automatically adds black bars so that videos are displayed correctly without cropping or stretching, whatever the size of the video or the player.
    o If letterboxing is added to a video before it is uploaded (to create a 4:3 video from a 16:9 master for example), the widescreen player will add pillarbox bars too, resulting in black bars all around the video (windowboxing) and a bad viewing experience.

10. **Frame Rate** - The number of frames per second should not be less than 24. It is recommended that the frame rate be 29.97 or 30 frames per second to provide the best quality possible.

11. **Video Bitrate** - The recommendation is a bitrate of 700kbps if this allows enough compression to meet the file size limitation. Two-pass video encoding can help reduce file size and keep an overall higher bitrate. It is recommended to not go below 400kbps if possible. Use the Adobe bitrate calculator

12. **Audio Sampling Frequency** - It is recommended not to use less than 22,050.

13. **Audio Bitrate** - It is recommended not to use less than 64kbps.

14. **Audio CODEC** - AAC (higher quality) or MP3 are the recommended choices.

How long will it take to upload my video entry:

Processing time varies greatly depending on your internet connection speed and file size. This could take anywhere from a few minutes for small videos to more than an hour for long videos. Please follow the recommended specifications to insure your video entry is uploaded properly.

UPLOADING YOUR VIDEO:

Video Upload Step-by-Step: NOTE: You can only upload 1 video entry at a time.

STEP 1: VERIFY THE ENTRY YOU WILL BE UPLOADING

Make sure you have your *e-mail Copy of your Entry.* This is where you will reference your **Entry ID number** and **submitter's e-mail**. Both are ESSENTIAL to begin the uploading process. The e-mail also includes a link to upload your video if needed.

On this first page you need to:
- Select the entry category from the drop down box.
- Enter the ENTRY ID Number
  EXAMPLE: H-02-04 – H-02 is the category and 04 is the entry number.
- **Enter your e-mail address that you provided on the entry form.**
- **Select Box that you agree to the terms of uploading video.**

STEP 2: REVIEW VIDEO FILE UPLOAD INFORMATION

After reading through the instructions on the page and confirming your entry information in the box at the bottom, click on Proceed to Upload Video.
- Select your video from your computer files by Browsing, be sure that you are uploading the correct file type.

- Click on **UPLOAD**
  The Screen will change to show a status bar indicating where the video is in the upload process. Wait for video to upload. Depending on the size of your file it should only take a couple of minutes, however, the longer the entry, the longer the upload process.
  IMPORTANT: DO NOT CLOSE THE BROWSER UNTIL THE UPLOAD IS COMPLETE.
  DO NOT REFRESH THE PAGE OR CLICK THE "BACK" BUTTON ON YOUR BROWSER.
    If you do so, you will need to re-start the upload process.

  Video Encoding In-Progress
- **Once uploaded, the screen will change for encoding. The status will indicate "processing" until the video is "ready." (**This process will take on average about 2 minutes for each minute of video to complete the 2 encodings but can take considerably longer if the server has a backlog of encoding.)

- You can keep your browser open while the video is processing; or, you can use the link at the bottom of the page to monitor the encoding process (a new tab/page will open in your browser); or, you can close your browser at this point and return later to finish the approval process
- When the status shows "ready," **click on the thumbnail or "click here to play video" link** to play the video. Watch all the way through. What you see is what the judges will see.
  *If the link does not appear, there was an encoding problem.
- After watching your video, click on the "**Approve or Disapprove Video**" link

Step 3: COMPLETE THE UPLOAD

- If the video uploaded and played properly and you approve, **select Approve.**
- **CLICK FINISH**
- **If you do not approve- select "Reject and Delete."** Your video will be deleted and you can upload your video entry again.
- You have 3 opportunities to upload and approve your video. Once approved, or you've uploaded your video 3 times, you will not be able to upload again.
  Please contact the office at _____ to have options reset so you can complete the process.
- ***IMPORTANT: Your video is NOT available to the judges until you approve it**!

You will receive an e-mail confirmation once you have completed the upload and approved your video. Your entry is now ready to be judged.

DEADLINE FOR ENTRIES: Online entry forms must be completed and entries uploaded no later than **Monday, March 4, 2013**. **The earlier you upload, the easier it will be to allow time for adjustments and problems. Please make a genuine effort to start early to avoid getting caught in a pipeline jam.**

All entries will be archived by the Chapter.