

ACADEMY OF TELEVISION ARTS & SCIENCES



62nd PRIMETIME EMMY® AWARDS

2009 - 2010 RULES AND PROCEDURES

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INTRODUCTION

These are the official rules and procedures for the Primetime Emmy Awards. Although published both on the Television Academy's website and in booklet form, the definitive version will always be the one on the website, because it can be updated and amended as necessary.

These rules have been reviewed for the 2009-2010 awards and, as specifically noted in the text (in bold), revised by the Academy of Television Arts & Sciences Board of Governors.

For clarification of rules and procedures, call the Academy's senior vice president of awards, John Leverence (818/754-2871), or the Primetime awards staff: Julie Shore (818/754-2874), Sheri Ebner (818/754-2881), Barrie Nedler (818/754-2879) and Christopher Walters (818/754-2837).

The Primetime Awards Committee, on behalf of the Board of Governors, is the final arbiter of any and all Primetime Emmy Awards eligibility matters.

Category placement will not be finalized until 72 hours prior to the publication of the nominating ballots. Entry in a category does not assure placement in that category. If you have a question about category placement, please contact the awards department.

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2010 CALENDAR

June 1, 2009 - May 31, 2010

Eligibility period

March 23

Deadline to apply for a Hyphenate Ballot: Ballots outside of one's peer group may be requested by members whose credits would allow them voting privileges in those peer groups and branches, e.g., a producer member who also has the requisite writing credits may additionally request a writing ballot. Contact the membership department at 818-754-2800.

April 16

Deadline to reinstate or apply for membership in the Academy for eligibility to vote in the primetime competition

April 30

Entry deadline for ALL entries that were originally presented 6:00 PM - 2:00 AM, June 1, 2009 – May 31, 2010

May 7

Deadline to place a “For Your Consideration” ad in Emmy magazine
Call Peter McCarthy at (805) 241-6710 or pmccarthy@me.com for further information

June 4

Nominating ballots are posted on the Television Academy’s website

June 21, 5:00 PM

Deadline for returning the nominating ballots to Ernst & Young

July 8, 5:35 AM

Nominations are announced live from the Leonard H. Goldenson Theatre

Week of July 19

At-home judging DVDs for Creative Arts Awards categories are mailed

Week of July 26

At-home judging DVDs for Telecast Awards categories are mailed

August 10, 5:00 PM

Deadline for returning at-home judging ballots for Creative Arts Awards categories to Ernst & Young

August 17, 5:00 PM

Deadline for returning at-home judging ballots for Telecast Awards categories to Ernst & Young

August 21

Creative Arts Awards and Ball

August 29

NBC Telecast and Governors Ball

ENTRY PROCEDURES

1a. **Entry Deadline:** Entries will be accepted online until **April 30, 2010**. All entries, whether the program has already aired or will air between April 30 and May 31, **MUST** be entered by April 30. For example, a program still in editing without a final music score must be entered by the editor and the composer by April 30. If upon viewing the completed program the entrant decides (by 5:00 PM on May 31) to withdraw the entry, the entry fee will be refunded.

1b. **DVD/Tape Deadline:** All program category entries and certain individual achievement categories and areas require DVD/tape masters to be submitted by the entry deadline. If the program or episode has not aired, or if the DVDs are not ready by the entry deadline of April 30, 2010, the final deadline for DVDs to be submitted to the Television Academy will be May 14, 2010.

2. Entries made before the deadline may be modified by the entrant until 5:00 PM on May 31, 2010. An example of a modification would be the replacement of the episode submitted for judging with another eligible episode.

3a. Programs and individual achievements unexpectedly scheduled for airing after the entry deadline (April 30) has passed may be entered until 5:00 PM on May 31, 2010 (e.g., a program scheduled for a June airing that was rescheduled for May).

3b. Programs and individual achievements in preparation but not completed by the time of the entry deadline (April 30) must be entered on or before that deadline. For example, a program still in editing without a final music score must be entered by the editor and the composer by April 30. If upon viewing the completed program the entrant decides (by 5:00 PM on May 31) to withdraw the entry, the entry fee will be refunded.

4. To be eligible, a program must have its "premiere" airing during the eligibility period. This "premiere" must be the first airing and promoted and reviewed as such. Preview screenings, which are aired late-night or posted on the web and are not promoted or reviewed, will not qualify as an eligible "premiere."

5. Producers may enter their programs for nominations in all categories. Individuals may enter themselves (and their team, if the entry is for a team achievement) for specific individual awards.

6. Producers may submit one or more program entries per category or area. **NEW RULE: In most categories/areas an eligible individual or the identical team may enter multiple achievements per category or area if the achievements are for different programs (Categories excluded from this new rule are directing in comedy and drama series, directing for movies/miniseries, directing for VMC series and specials, lighting direction and technical direction for series and movies/miniseries or specials.).** In the case where a producer makes an entry for an eligible individual or team, it is the producer's responsibility to inform them that the entry has been made on their behalf.

7. It is a general principle of this competition that a single achievement is limited to a single bid for an Emmy, i.e., every entrant is eligible to place his/her achievement in only one appropriate category. Final approval of category placement is determined by the Primetime Awards Committee.

8. In the case of team entries, entrants must submit the complete team, not just themselves or partial teams. Although an individual can make only one entry per category or area, he/she can be part of additional entries in the same category if he/she is eligible with different team members (except in the case of special visual effects, where individuals are limited to two team entries for any given series). In such cases, another team member has to make the entry for the team. Only those individuals who have made a significant and substantive contribution to the achievement entered are eligible.

PLEASE NOTE: In 2004, the Board of Governors of the Academy set numerical caps on the number of team members in numerous categories of the competition. Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where the rule of substantial contribution (above) calls for their consideration.

9. It is often the case that an agent, manager, studio, production company or broadcast entity will facilitate the entry by submitting the form, but the individual who is listed as the "entrant" is considered by the Academy to be the person who has made the entry.

10. Eligibility is based on screen credit. Producers may not alter an individual's screen credit in order to qualify the individual for Emmy eligibility.

11. Next of kin may make an entry on behalf of a deceased relative.

12. Correct entry information is the responsibility of the entrant. The Academy is not liable for incorrect ballot listings that are the result of incorrect information on the entry forms.

13. If an entry is made in the wrong category and the error is not discovered until it goes to the voters on the nomination ballot, it will be disqualified. If the Academy makes an error that leads to an incorrect categorization on the nomination ballot, a correction will be issued.

14. Ineligible entries will be disqualified at any stage of the competition.

ENTRY FEES

1. Commercial entry fees:

There is a flat \$250 fee for all commercial entries.

2. Individual achievement entry fees:

The fee for individual entries is \$200.

For small teams (2-4 entrants), the fee is \$400.

For medium teams (5-8 entrants), the fee is \$500.

For large teams (9 or more entrants), the fee is \$600.

3. Program entry fees:

The fee for a program entry with a single producer is \$400.

For small teams (2-4 entrants), the fee is \$600.

For medium teams (5-8 entrants), the fee is \$700.

For large teams (9 or more entrants), the fee is \$800.

4. Interactive Media Programming fees:

For an individual(s) submitting as the Official Entrant the fee is \$400.

For a company(s) submitting as the Official Entrant the fee is \$600.

(See below for more details).

NOTE: Any Academy member of an individual/group entry has his/her entry fee waived. For example, if there is one entrant, the entry fee for that person is \$400, and it is waived. If there are two entrants, the entry fee for each person is \$200, and it is waived for each member. If there are three entrants, the entry fee is \$133 for each person, and it is waived for each member. If there are four entrants, the entry fee is \$100 for each person, and it is waived for each member.

Any Academy member making a company/partnership entry has the \$600 fee waived. For example, if there is one company, the entry fee for that company is \$600, and it is waived. If there are two companies, the entry fee for each company is \$300, and it is waived for each member making an entry on behalf of his/her company. If there are three companies, the entry fee is \$200 for each company, and it is waived for each member making an entry on behalf of his/her company. If there are four companies, the entry fee is \$150 for each company, and it is waived for each member making an entry on behalf of his/her company.

MEMBER FEES

1a. Each member submitting an entry will need to enter his/her member ID number on the entrant page of the online form (maximum of two entries are covered by the member discount). Membership cards are non-transferable.

1b. In the case of a team entry be they for individual achievements or programs, each team member may enter his/her membership ID number to cover his/her percentage of the entry fee. The member ID number can be found on the front of your membership card. If you do not have your membership card, please log into your account at www.emmys.tv or you can email the membership department at membership@emmys.org.

2. Non-members pay their percentage based on the number of team members. If a non-member entrant (or team member included on the entry) joins the Academy prior to April 16, his/her entry fee will be waived.

PLEASE NOTE: If a non-member of the Academy of Television Arts & Sciences is announced as a nominee on July 8, he/she will receive one complimentary nominee ticket to the awards presentation and ball. He/she may purchase one guest ticket to the presentation and ball for \$250, or may choose to join the Television Academy (membership fee \$160) to receive a guest ticket at no extra charge. Non-members may also join prior to April 16 and have their percentage of the entry fee waived.

3. A member entering a commercial may enter their membership ID number to cover the \$250 entry fee for either the eligible ad agency or the production company.

4. NATAS memberships are not valid as entry waivers.

CRITERIA FOR ELIGIBILITY

The 2001 rules book language stating that only programs "originated for" television are Emmy-eligible was changed in 2002 to "originally aired on" television in order to clarify that the Academy does not include in its eligibility test the development history of a program.

The eligibility of individual achievements will remain as it has been in the past:

- a. eligibility will be considered on a case-by-case basis;
 - b. other than performances, individual achievements originated solely for a medium other than television (e.g., the costumes for a Metropolitan Opera production subsequently taped for broadcast) are ineligible;
 - c. individual achievements originated for television or simultaneously originated for both television and another medium (e.g., costumes for a joint production of a program designed to be presented live on stage and live/recorded on television) are eligible.
1. Programs (and individual achievements within them) are eligible for nomination if they were originally aired or originally transmitted during the eligibility year in any primetime period (6:00 PM - 2:00 AM) (i) by broadcast to at least 50% of the total potential U.S. television audience or, (ii) by pay/basic cable transmissions (including by way of example so-called basic cable, pay cable, pay television, pay-per-view, interactive cable and broadband) to markets representing at least 50% or more of households in the United States.
 2. To be eligible, a program must have its "premiere" airing during the eligibility period. This "premiere" must be the first airing and promoted and reviewed as such. Preview screenings, which are aired late-night or posted on the internet and are not promoted or reviewed as such, will not qualify as an eligible "premiere."
 3. Where there is a program that is eligible for placement in more than one category, the producer has discretion (**excluding nonfiction/reality programs**), with the final approval of the Primetime Awards Committee, to enter the program and its individual achievements in any category where they are eligible. The premiere season category placement of comedy and drama series determines and locks in the subsequent years' placements, i.e., if a series in its initial year is placed in comedy series, it cannot in a subsequent year change to the drama series category. The placement of a program, automatically directs the placement of all individual achievement entries, e.g., if a program is placed in comedy series, performers must follow in comedy series categories (or, where there is no such direct correspondence, the most appropriate category).
 - 4a. Game shows that fall short of Primetime and Daytime eligibility because they lack more than 50% penetration in either Daytime or Primetime time periods (but have a total Primetime-plus-Daytime penetration of greater than 50%) are eligible to enter in either the Daytime or Primetime Emmys (in accordance with eligibility rule 4b). Producers of programs that have both a daytime and nighttime version must choose one or the other for entry in either the Daytime or Primetime Emmy Awards. A syndication market listing is required for all syndicated entries.

4b. Game shows initially broadcast in primetime during the hours of 8:00 PM and 2:00 AM Eastern Time and the corresponding primetime period in other time zones are to be judged and presented as a part of the Primetime Emmy Awards competition and ceremony. Game shows broadcast prior to 8:00 PM are eligible in the Daytime Emmy Awards.

5. **Game shows and any program that gives a prize or is itself a contest and/or competition must enter as a Reality-Competition Program.**

6. Extended-length episodes of series may only be entered in the series area and may not be entered as movies, miniseries or specials.

7. Foreign television production is ineligible unless it is the result of a co-production (both financially and creatively) between U.S. and foreign partners, which precedes the start of production, and has a commitment to be shown on U.S. television prior to the start of production.

8. A program that had eligibility in a prior awards year or another Emmy competition or is a foreign acquisition without benefit of a domestic co-production can not be re-introduced into eligibility in the current awards year, even though it may have been modified with new footage, sound track, musical score, etc.

9. Programs that are generally exhibited in motion picture theatres are not eligible. Programs that are offered on home video or for sale on the internet prior to their first television airing or internet posting are not eligible, unless it is within seven days of the program's original air date. Showing a program at a film festival or in limited release for the purpose of fulfilling awards eligibility (e.g., The Oscars) does not disqualify an otherwise eligible program.

10. Telethons aired for the purpose of raising money for political parties are ineligible.

11. No program (along with its individual achievements) previously entered in any other national Emmy competition (Daytime, News and Documentary, Sports, Engineering or International) is eligible for the Primetime competition.

12. Programs which, although broadcast during primetime hours, are essentially "extensions" of a daytime series may not be entered in either the Primetime or Daytime Emmy competitions. In determining whether a submitted program is an "extension" of a daytime series, the Primetime Awards Committee will consider such factors as: whether the running time of the program submitted differs from that of the series episodes; whether writers and cast members are different from those on the series; whether there are differences in the program format; whether the story content is designed as a complete arc containing a beginning, middle and end rather than an open-ended serial-style, and similar considerations.

13a. If a comedy or drama series is cancelled or discontinued and five or less episodes first aired in the current eligibility year, the series is ineligible.

13b. Hanging Episodes eligibility clarification: If an ongoing series has enough episodes in the current eligibility year to qualify as a series and has one or more episodes that are part of the series season that fall into the subsequent eligibility year, the "hanging episodes" that are in a contiguous rollout on the same distribution platform join in eligibility the already-qualified-

as-eligible episodes of the series. For example, a comedy series that regularly airs on a weekly basis that has six episodes in the 2010 eligibility year and has two more episodes of its series season airing subsequently and on the same platform in the 2011 eligibility year would enter all eight episodes in 2010 eligibility. On the other hand, a comedy series that has two episodes in the 2010 eligibility year and six more episodes airing subsequently on the same platform in the 2011 eligibility year would enter the eight episodes only in 2011. They would not be allowed to "sneak" the six episodes, e.g., post them on the internet or air them in an obscure time spot, in order to qualify the series in 2010.

14. Clip shows, year-enders, best-ofs and anniversary specials must be entered as specials. Previously-aired material from the past two eligibility years is limited to no more than 35% of the program's total running time in order to be eligible. (Inclusion of material originally aired prior to June 1, 2008 is considered "historic" and does not negatively affect eligibility.)

15. A "special" episode of a primetime series (excluding variety, music or comedy series and nonfiction series) may be entered as a stand-alone special in a non-series category or area, but only if it was not part of the regular series order from the network. A variety, music or comedy series or nonfiction series episode that diverges from the series norm may not enter as a separate, stand-alone special, even if it was not part of the regular series order from the network.

16. Syndicated programs that have reached a cumulative audience of at least 50% of the total potential U.S. television audience during the eligibility period, but not 50% exclusively in Daytime or Primetime, may enter either in Daytime or Primetime, but not in both. A producer may enter the program where it had the highest percentage of original airtimes, or where its appropriate category appears. A syndication market listing must accompany all syndicated entries.

17. If a program is comprised of more than one segment, an individual entrant must enter his or her segment only.

18. Where there is a minimum percentage of screen time for an achievement to gain eligibility, and that minimum is not met, the achievement is ineligible to enter elsewhere in the competition.

NOMINATION VOTING PROCEDURES

1. Ballots will be posted on the Academy's website on June 4. Members will receive only their voting sheets by mail. Voters who have not received their voting sheets by June 7 should call the Academy 818/754-2800. The deadline for Ernst & Young to receive your nomination voting sheet(s) is June 21, 5:00 PM. Voting sheets received after this date will not be tabulated.

2. All members are entitled to vote for best program nominations. Voters may cast up to ten votes in each program category/area. This rule does not include animated programs (only Animation Branch members will receive the nominating ballot for animated programming).

3. Peer groups and membership branches receive ballots pertinent to their membership (see Appendix for breakdown)

4. **HYPHENATE BALLOTS:** Ballots outside of their peer groups and branches may be requested by members whose credits would allow them voting privileges in those peer groups and branches, e.g., a producer member who also has the requisite writing credits may additionally request a writing ballot. The deadline for applying for additional ballots is March 23, 2010. Information will be mailed to current members in early March. If you do not receive this mailing, please call the membership department at 818/754-2800. Members must reapply each year to receive hyphenate ballot(s).

NOMINATION PROCEDURES

1. In general, there will be five nominations in each category and area (**an exception being comedy and drama series programs and comedy and drama series lead, supporting and guest performers where there will be six nominations in each category**).

2. The number of nominations will not exceed 1/3 the number of the category or area entries, with the understanding that there will always be a minimum of two nominations per category or area.

3. Where there are less than five entries in a category or area, all entries will be screened by the appropriate peer group for nomination. Any entry that receives **nine-tenths** approval will receive a nomination.

4. Where there is a single entry, the appropriate peer group executive committee will determine whether the entry had sufficient votes to merit a nomination.

5. In the case of ties, the closest number to five will prevail, unless there are fewer than three or more than seven nominations, in which case the Primetime Awards Committee will determine the number of nominations. In a category where the ideal number of nominations is five and the fifth and sixth top vote-getters are within 2% of each other, both are included in nomination.

6. Nominated achievements may be withdrawn from nomination by a sole nominee or all nominated members of a team. Individual nominees on a team may withdraw themselves, but the nomination will stand as long as at least one team member remains.

7. Nominees will be announced at 5:35 AM from the Academy's Leonard H. Goldenson Theatre on July 8, 2010.

8. **Errors and Omissions:** Except for cases where the omission of a name is an Academy error, there will be a flat fee of \$250 for each individual added between July 8 and July 22. The final date for errors and omissions (including the names of eligible individuals not on the list exchanged for nominated names on the list) will be July 22, 2010.

9. Each nominee agrees that any film, tape recording, screenshot or supplemental printed material that is furnished to the Academy in connection with an entry may be retained by the Academy for file, reference and archival purposes and may be viewed partially or in its entirety for judging purposes. All of or portions (i.e. "clips") from any such film, tape recording, screenshot or

supplemental printed material may be used on or in connection with the presentation and/or broadcast and/or other exhibition of any Emmy Awards Ceremony, including but not limited to any internet exhibition of such films, tape recordings, screenshots or clips from the same and/or supplemental printed material and use in connection with promotional announcements or other promotional activities for any of the foregoing; use of such films, tape recordings, screenshots or clips from the same and/or supplemental printed material shall be subject to the clearance of any parties other than the nominee that may be required.

10. Nominee tickets: Nominees who are members of the Academy of Television Arts & Sciences will receive two complimentary tickets to the awards presentation and dinner. Non-member nominees will receive one complimentary nominee ticket to the awards presentation and ball. Non-member nominees may purchase one guest ticket to the presentation and ball for \$250, or they may choose to join the Television Academy (membership fee \$160) and receive one guest ticket at no extra charge.

EMMY JUDGING PANELS

1. The final judging will take place July 19 – August 17. Volunteers from the Academy's membership will be asked to serve as judges. A call for judges will be sent to national active Academy members in June.

PLEASE NOTE: For the final, at-home judging panels, members may not participate on a comedy or drama series, variety, music or comedy series, nonfiction series, reality or reality-competition program panel for the same category more than two consecutive years. Voters who have served for two consecutive years judging the same series program category would have to sit out a year judging that category. They may, of course, serve on any other panel for which their membership categorization allows their participation.

2. Panelists are solicited from the Academy's national membership.

3. No panelist may have a conflict of interest judging any of the nominated achievements.

4. National active members from all peer groups are eligible to serve on the program panels (except animated program panels).

5. Judging of individual achievement categories is restricted to peer judging (e.g., only writer members may judge writing categories, only director members may judge directing categories, etc.) unless otherwise indicated in the appendix of the rules book.

6. Peer groups determine the judging systems for their branch. Emmy judging can be a ratings-score system based on categories of evaluation, or preferential voting in which the nominations are ranked.

7. Drama and comedy series are required to submit any six episodes for the judging panels. Program nomination episodes must be the usual running time of the series episodes. Extended-length episodes will count as two episodes.

NEW RULE FOR 2011: The minimum number of episodes to qualify for all series (excluding Nonfiction Series and Animated Series) will be six.

8. The length of an episode submitted for individual achievement may exceed, by as much as double, the standard running time of the series episodes. If the episode airs in two parts, both parts may be selected as long as they do not cumulatively exceed twice the standard running time of the series episodes.

9. Upon nomination, every Emmy Award is conditioned upon the delivery of two correctly prepared DVDs of the nominated achievement to the Academy, unless otherwise indicated.

PLEASE NOTE: DVDs must be of acceptable quality for viewing, with correct audio and video reproduction. Unless otherwise noted, DVDs must be in the same form and content as originally broadcast, minus commercial breaks. Failure to provide DVDs will result in forfeiture of the opportunity to win an Emmy.

10. Back-up DVDs for each nominated achievement will be retained by the Academy for deposit in the Academy of Television Arts & Sciences/UCLA television archives.

EMMY WINNERS

1. All Emmy judging panel votes are tabulated by the accountants, and winners are announced at the Creative Arts Awards on August 21 and the Primetime Telecast on NBC on August 29. The Emmy will be presented to the individual(s) specifically listed with each nomination. In the event that more than one eligible individual is credited with the winning achievement, each individual will receive an Emmy.

2. The Emmy may be accepted by a designee in those cases where the awardee has died or become permanently disabled.

3. Because there are often changes in the rosters of nominees between the nomination press release and the winner press release, the winner press release will be considered as the final and definitive source of winner information.

RULES FOR THE PROTECTION OF THE EMMY® STATUETTE

1. The Emmy® statuette is the property of and all rights are reserved by the Academy of Television Arts & Sciences.

2. The Emmy® statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the Academy, 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.

3. If a recipient or the recipient's heir or successor in interest proposes to sell or otherwise dispose of the Emmy® statuette, such persons shall be obligated to return the statuette to the Academy of Television Arts & Sciences which will retain the same in storage in memory of the recipient.

CERTIFICATES, CITATIONS AND COMMEMORATIVES

1. Nomination Certificates

Nomination Certificates are provided to all nominees.

2. Production Certificates

Production Certificates may be purchased by the producer(s) or executive producer(s) of Emmy-winning programs in recognition and appreciation of those individuals who materially contributed to the Emmy-winning program.

3. Craft Citations

Citations may be requested by Emmy-winning individuals in recognition and appreciation of those individuals - generally assistants - who materially contributed to the Emmy-winning achievement.

4. Commemorative Emmys

Commemorative Emmys may be purchased by Emmy-winning producers in the program categories: one Emmy each for the network, studio and production company. Commemorative Emmys can not be ordered for individuals.

2009 – 2010 PRIMETIME EMMY AWARDS



CATEGORIES

AREAS

JURIED AWARDS

AWARDS DEFINITIONS

1. Category

The definition of a category award is a single, must-give award that is the result of head-to-head competition with the highest vote-getter receiving an Emmy.

2. Area

An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least nine-tenths approval of the judges receives an Emmy. If none of the nominations receives nine-tenths approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has 50% approval, no award in each area.

3. Juried

In a juried award, all entrants are screened by a jury of appropriate branch members and one, more than one or no entry is awarded an Emmy. There are no nominations. The winner(s), if any, are announced prior to the awards presentation. Deliberations are open and arguments pro and con the giving of an Emmy to an entrant is discussed. At the conclusion of the deliberation on each entry, the jury votes on the question, "Is this entry worthy of an Emmy award - yea or nay?" Only those with unanimous approval win. If there is a single dissenter in a panel comprised of no more than twelve jurors who cannot be convinced to change his/her vote, the chair may rule that the award will be given in spite of that single dissent. Two dissenters in a panel comprised of no more than 24 jurors may be over-ruled (with a single dissenter added to each increment of twelve, e.g., three for a panel of no more than 36, four for a panel of no more than 48, etc.)

4. Rule of Fourteen

If for two consecutive years the Board of Governors identifies that there are (or would have been had the category been in place) fourteen or more entries that define such a significant, specialized and distinct achievement that they no longer are represented adequately within an existing category, they may, at their discretion, separate these entries into a new category.

If for two consecutive years there are less than fourteen entries in an existing category, they may, at the Board's discretion, be combined into a related category (which, in consultation with the applicable peer group, could become an area).

ENTRY INSTRUCTIONS

Deadlines: Entries will be accepted online until **April 30, 2010**. All entries, whether the program has already aired or will air between April 30 and May 31, **MUST** be entered by April 30. For example, a program still in editing without a final music score must be entered by the editor and the composer by April 30. If upon viewing the completed program the entrant decides (by 5:00 PM on May 31) to withdraw the entry, the entry fee will be refunded.

Eligibility: Programs (and individual achievements within them) are eligible for nomination if they were originally aired or originally transmitted during the eligibility year of **June 1, 2009 – May 31,**

2010 in any primetime period (**6:00 PM - 2:00 AM**) (i) by broadcast to at least 50% of the total potential U.S. television audience or, (ii) by pay/basic cable transmissions (including by way of example so-called basic cable, pay cable, pay television, pay-per-view, interactive cable and broadband) to markets representing at least 50% or more of households in the United States.

Online Entry Submission: Entries can be made online by an eligible individual (or representative) entering himself/herself or his/her team. Please complete all information that applies to your entry. Home addresses, phone numbers and email addresses must be listed on the entrant page so the Academy will be able to contact the entrants if additional information is needed. For those entering the competition on behalf of an entrant, if you choose to supply your own contact information, it is your responsibility to forward all Academy correspondence - in a timely manner - directly to the entrant. **If you are using your address for the entrant please list “c/o your name” in address line one.** Contact information will remain confidential. It is the responsibility of the person making the entry to list all eligible entrants. Entries will be accepted via the online process only. No paper/hard copy forms will be accepted.

Ancillary Materials:

DVD Requirements: Certain categories and areas require DVD/tape masters to be submitted by the entry deadline. If the program or episode has not aired, or if the DVDs are not ready by the entry deadline of April 30, 2010, the final deadline for DVDs to be submitted to the Television Academy will be May 14, 2010. If the DVD for your entry will not be ready by May 14, please contact the awards department.

Tapes, Artwork, etc: If your entry requires additional material to be submitted, you may mail or deliver to:

Mail, deliver or overnight ancillary materials to:

Academy of Television Arts & Sciences
AWARDS DEPARTMENT
5220 Lankershim Blvd.
North Hollywood, CA 91601

Entry Fees: All entries must be submitted with the proper entry fees. Any entry received without the required entry fees will not be placed on the ballot. Payment can be made by Visa, MasterCard, American Express, Discover Card or check. Checks should be payable to “Academy of Television Arts & Sciences.”

Incomplete Submissions: You must complete all requested information, checkout and pay (if fees are applicable) in order for entries to be placed on the ballot.

STEP BY STEP INSTRUCTIONS FOR MAKING AN ONLINE EMMY ENTRY

1. Choose one of the following options below:

- If you are a member of the Academy or entered the competition last year, use your Membership login and password (**if you are not sure if you have a login, please click “Find Out”**).

- If you are not a member of the Academy and did not enter the competition last year, you can create a username and login prior to making your first submission by clicking “Create Login”.
- If you are not a member of the Academy but are interested in joining, you may click the “To apply for Membership” link at the bottom of the page.

2. Begin Your Emmy Entry: Click on “Submit Emmy Entry.”

3. Choose Your Competition: Read the information, then select 62nd Primetime Emmy Awards and click “Next Step” which is located at the bottom of the screen.

NOTE: You may also download the 2010 Rules Book from this page.

4. Choose Your Category: Select the general area or discipline in which you wish to enter. Next, select the specific category in which you wish to enter. Carefully review the instructions for that category. If you wish to make an entry in that category, click “Next Step.”

NOTE: You will be unable to change your category after this point, so please make this selection carefully. If you need to change the category later, all the information you entered will be deleted. If you need to make a change after the entry deadline of April 30, please contact the Awards Department at the Academy.

5. Previously Submitted: Clarify whether or not this achievement has previously been entered into a different Emmy competition by checking the appropriate box. Then click “Next Step.”

6. Entry Details: Fill out the basic information for this entry (e.g., Program, Episode, Airdate, Network, Runtime, etc.). **Do not enter in all CAPS – please use proper casing.** Please fill out ALL INFORMATION that pertains to your entry. Then click “Next Step.”

*NOTE: Information with a double asterisk (**) must be filled in IMMEDIATELY in order to save your entry. If you do not yet have this information, you cannot proceed with the entry. Information with a single asterisk (*) must be filled in before you check out and complete your submission (though you will be able to move on in the application and return at a later time to complete anything you’ve skipped).*

7. Category Specific Questions and/or Information: Fill out specific questions for your particular category. This page will also provide information about supplementary materials (DVDs, DVCam Tapes, etc.) if any are required for your entry. Be sure to fill out ALL INFORMATION that pertains to your entry and check the box signifying that you will send the required supplementary materials (if applicable). Then click “Next Step.”

NOTE: This information is only requested of certain categories. If your category does not have supplementary materials or category-specific questions, you will proceed directly to the next step.

8. Add Entrants: Read the instructions at the top of the page and click “Yes” next to the question, “Would you like to add an entrant now?” Then click “Next Step.”

9. Entrant Information: Fill out ALL INFORMATION for the first entrant (name, on-air credit, email, etc.) Remember! Use proper casing.

- If you are entering yourself, check the box at the top that says “I Am the Entrant” which will automatically populate most (but not all) fields.

- If you are entering on behalf of someone and would like to use your contact information for this entrant, click “Use My Address” which will automatically populate the address fields, **but please edit the fields to include “c/o your name” in address line one.**
- If you are making multiple entries and enter an individual more than once, you can search for that individual in the “Search entrants I entered this awards year” field to the right and their saved information will populate most fields.

Once all information has been filled in, click “Next Step.”

NOTE: In order to receive an entry fee waiver or discount, each entrant’s membership ID number MUST be filled in and must match their last name on file with the Television Academy.

10. Additional Entrants: If there are additional entrants, click “Yes” next to the question “Would you like to add another entrant?” Then click “Next Step.” Once you have entered all entrants, click “No” next to the question “Would you like to add another entrant?” Then click “Next Step.”

NOTE: Many Emmy categories have a cap on the number of entrants which can be entered. Once you reach that cap, you will be unable to enter additional people. In some cases, you will be given a chance to petition for additional entrants beyond the cap. If you would like to do so, write up your petition in a Word document per the instructions, save it to your computer, and upload it onto your entry as an attachment.

11. Uploads: If your category requires an upload (e.g., a headshot, script, cast list, etc.), you will have the chance to attach the file here. Click “Browse,” find the file on your computer, double click or click “Open,” and then click “Upload.” Click “View” to verify that you have uploaded the correct file. (If necessary, you may replace your upload anytime prior to April 30.) Click “Next Step” to continue.

NOTE: Only certain categories require an upload. If your category does not, you will proceed directly to the Summary.

12. Review Summary: Once you have completed all steps, you will see the Entry Summary. Carefully review your entry for accuracy and completeness. Any required information that has not been filled out will be highlighted. Once you have confirmed that your entry is complete and accurate, read the acknowledgement statement, check the box agreeing to its terms, and click “Save.” If you have any specific notes or instructions you need to attach to your entry, type them in the “Notes to Awards Staff” text box.

Once your entry is complete, you will have the following options:

- **Checkout:** Click “Go to Checkout” at the bottom of the summary page.
NOTE: If you do not see the “Go to Checkout” box, it means that your entry has not been correctly filled out. Review any highlighted areas on the summary page.)
- **View List of Entries:** To view a list of all your entries, click “List of My Entries.”
NOTE: On this page, you will have the option to print a summary of all entries you have made. To do so, click “Print Entry Report.”
- **Submit Another Entry:** To begin a brand new entry, click “Begin Another Entry.”

13. Check Out: The Check Out page will show a list of all your **completed entries**. If you do not see an entry you made here, it means that it has not been correctly completed. Please review it from your “List of My Entries.” To complete the submission process:

- Check the box next to all entries you would like to pay for at this time. Click “Calculate” to see the total amount due for these entries.

- Payment via credit card: You may choose to pay immediately by clicking “Credit Card Checkout.”
- Payment via check: To pay by check, you have the option to print an invoice from your printer (Print Fee Notice) or have an invoice emailed to you (Email Fee Notice). To ensure that your entry is placed on the ballot, you must return the invoice with your check to the Academy by May 31, 2010.

NOTE: You can pay for entries as you complete them, or, if you are making multiple entries, wait until they are all completed and pay for them at one time.

- If no money is due, please print the “Print Fee Notice” or “Email Fee Notice” for a record of your entry(s).

14. Finish Later: At any point in the process you may click “Finish Later” to save your entry. You may then return to it later to complete it. To return to your entry later, log back in, and select “Entries In Process.” All entries must be completed by April 30, 2010.

NOTE: Clicking “Finish Later” WILL NOT save anything you entered on that page, only information you entered on previous pages.

DVD REQUIREMENTS

Certain categories/areas require DVDs and/or tapes to be submitted at the time of entry.

PLEASE NOTE: DVD/Tape requirements can be found under the specific category listing in the rules book and during the online entry process.

Any entry requiring DVDs and/or tapes at the time of entry that is submitted without them will be disqualified. If the DVD and/or tape masters are not ready or available by the entry deadline, the final deadline for receipt will be May 14, 2010. If the DVD for your entry will not be ready by May 14, please contact the awards department (818-754-2800).

PLEASE NOTE: The following categories will require a Digital Betacam master be submitted at the point of nomination (July 8):

Cinematography – for final round judging:

Category 13 – Cinematography for a Half-Hour Series

Category 14 – Cinematography for a One Hour Series

Category 15 – Cinematography for a Miniseries, Movie or Special

Category 16 – Cinematography for Nonfiction Programming

Category 17 – Cinematography for Reality Programming

Sound Editing – for final round judging:

Category 81 – Sound Editing for a Series

Category 82 – Sound Editing for a Miniseries, Movie or a Special

Category 83 – Sound Editing for Nonfiction Programming

Sound Mixing – for final round judging:

Category 84 – Sound Mixing for a Comedy or Drama Series (One-hour)

Category 85 – Sound Mixing for a Miniseries or a Movie

Area 86 – Sound Mixing for a Comedy or Drama Series (Half-hour) and Animation

Area 87 – Sound Mixing for a Variety or Music Series or special
Category 88 – Sound Mixing for Nonfiction Programming

ANIMATION AWARDS

Juried 1 OUTSTANDING INDIVIDUAL ACHIEVEMENT IN ANIMATION

For a single episode of a series or a special

NEW RULE: An individual may enter multiple achievements if the achievements are for different programs.

A panel of judges from the Academy's animation peer group determines this juried award.

Please note for all entries: artwork must be originally created for the submitted episode, and no stock will be accepted unless it was created specifically for the submitted episode. Artwork which was previously submitted in a prior awards year is not eligible.

Materials submitted should best represent the artist's creative process and finished artwork. Additional supporting artwork may be submitted to show the artist's thought process in achieving their final work.

This category is for the individual artist who created the original artwork – supervisors and leads are only eligible if they themselves created the artwork submitted.

Job titles vary from studio to studio – if you don't see your job title listed but would like to enter, please contact the awards department (818) 754-2881.

Storyboard

Eligible title: Storyboard Artist

For the individual artist responsible for drawing the storyboard blueprint from an outline or a script.

Entrants are to submit a copy of their original storyboard pages and an edited DVD that corresponds to their pages for the submitted single episode of a series or a special. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate and entrant's name.

Production Design

Eligible titles: Production Designer, Art Director

For the individual artist responsible for the overall "look" or "style" of a show - all inclusive. The entrant will be judged on copies of artwork from the individual that can include background design, character design, sketches, paintings or digital print outs and the final product [DVD] for the submitted single episode of a series or a special.

Entrants are to submit their artwork, a concise, accurate description of their contribution (100 words or less) which validates a substantial, creative, hands-on contribution to the final project and a DVD

of the entire episode or special (please include beginning and end credits). Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate and entrant's name.

Color

Eligible titles: Color Stylist, Color Key, Color Key Stylist, Color Key Design, Color Designer, Colorist, Background Keys, Background Stylist, Background Artist, Background Color Stylist, Background Color, Background Painter, Digital Background Painter

For the individual artist responsible for the color of characters, props, effects and backgrounds for the submitted single episode of a series or a special.

Entrants are to submit quality color copies of their artwork, signed by the artist and director or producer, and an edited DVD that corresponds to their artwork. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate, entrant's name and a description of his/her individual work.

Background and Character Layout

Eligible titles: Background Key Designer, Background Designer, Background Layout Designer, Layout Artist, Background Layout Artist, Character Layout Artist, CGI Pre-Visualization, Storyboard Background Layout

For the individual artist responsible for drawing the background layouts, character layouts or designing and drawing key production poses for backgrounds or characters for the submitted single episode of a series or a special.

Layout artists (Character and/or Background) are to submit a minimum of five layouts, signed by the artist and director or producer, along with the corresponding storyboard pages and an edited DVD that corresponds to their artwork. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

Background (Key) designers are to submit a minimum of five quality black and white copies of their key drawings, signed by the artist and director or producer, and an edited DVD that corresponds to their artwork. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate, entrant's name and a description of his/her individual work.

Character Animator

Eligible titles: Animator, 2D Animator, 3D Animator, Stop Motion Animator, Key Animator

For the individual artist responsible for bringing an animated character to life through movement and acting.

Entrants are to submit an edited DVD of their work only from a single episode of a series or a special. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate, entrant's name, a description of his/her individual work and the character's name.

Character Design

Eligible title: Character Designer

For the individual artist responsible for designing and drawing original production characters for the submitted single episode of a series or a special.

Entrants are to submit a minimum of ten different character designs from a single episode of a series or a special, signed by the artist and director or producer, and an edited DVD that corresponds to their artwork. Artwork should include quality color copies of the entrant's rough sketches and final color production designs – please include the names of the characters. Additionally, a paper copy of the on-screen credits listing the entrant must be included.

DVD should be slated with title of show, episode title (if applicable), original airdate, entrant's name and a description of his/her individual work.

PLEASE NOTE:

Casting Directors who work on animated programs are eligible in all appropriate casting categories.

Costume Designers who work in stop-motion animation or puppetry are eligible in Juried 21 – Outstanding Costumes for a Variety/Music Program or a Special.

Editors who work in animation are eligible in all appropriate single-camera picture editing categories.

Category 2 OUTSTANDING VOICE-OVER PERFORMANCE

Emmy(s) to performer(s)

For a continuing or single voice-over performance in a series or a special

NEW RULE: An individual may enter multiple achievements in the voice-over category if the achievements are for different programs.

All entries will be prescreened for nomination at the Academy by a panel of judges from the Animation Peer Group as well as members of the Performers Peer Group who have voice-over credits. Top five vote-getters will emerge as nominees.

Final-round voting will use a non-preferential ratings score system.

PLEASE NOTE: All entries must be accompanied by two edited DVDs (master and backup) of the entrant's voice-over appearances from a single episode of a series or a special. For submissions whose broadcast running time is 30 minutes or less, the entry must be edited and shall be no more than 5 minutes in length. For submissions whose broadcast running time is greater than 30 minutes, the entry must be edited and shall be no more than 10 minutes in length. Unedited entries will not be accepted.

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

All entries for animated characters must also be accompanied by a picture of the character(s) being voiced. No photos for narrators.

Voice-over entrants who do multiple voices in a series episode or a special are not required to enter all voices, but may do so on a single entry.

PLEASE NOTE: Category 3 – Outstanding Animated Program (less than one hour) and Area 4 – Outstanding Animated Program (more than one hour) have been combined into one category Outstanding Animated Program.

DIGITAL BETACAM REQUIREMENTS FOR CATEGORIES 3 AND 4 One digital Betacam is required of the complete program **AT THE TIME OF ENTRY**. [Broadband entries in Category 4 may submit two DVDs (master and back-up) instead of a digital Betacam.]

EDITING INSTRUCTIONS: Please include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black. ("For Your Consideration" chyrons are okay.) The digital Betacams and DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review them before you submit.

SLATES: Slates optional.

CREDITS: Include the main title and end credits.

LABELS: Label with:

- category title
- program title
- episode title (if applicable)
- original airdate
- running time

DEADLINE: The Digital Betacam/DVD masters are due by the entry deadline (April 30). If the masters are not ready or available by the entry deadline, the final deadline for receipt of the masters will be May 14, 2010. Any entry submitted without masters will be disqualified.

Please note: An animated series comprised of multiple short episodes (e.g., 3 min., 7 min., 11 min.) may be individually entered in Category 4 – Short-format Animated Program. However, if this option is chosen, you are excluded from entering in another program category (e.g., Animated Program, Children's Program).

Category 3 OUTSTANDING ANIMATED PROGRAM

For a single episode of a series or for a special

Emmy(s) to the producer(s) whose credit is Executive Producer, Co-Executive Producer, Supervising Producer or Producer, and who is responsible for all creative phases of the animation production process from pre-production to post-production; the writer(s) whose credit is "story by," "teleplay by" or "written by;" the director(s) and the individual(s) principally responsible for slugging the storyboards and timing the sheets. All eligibility is subject to approval by the animation peer group executive committee.

Additionally, entrants must include a paper copy of the beginning and end credits that appear on the submitted episode or program.

Clarification: In cases where the entry was created by a separate show runner and production house, numerical caps shall be set for those directors, writers and producers eligible on the episode or special chosen for entry, as follows:

- a maximum of four directors
- a maximum of three writers
- a maximum of fourteen producers

The total number of entrants is capped at 21 without restrictions based on a producer's employer (either the production company or the animation house) - with all eligibility subject to approval by the animation peer group executive committee. And because some producers may contribute to the entry as writers, the show-runner making the entry may list them as "producer/writer" among the three writing slots, with those producer-writers who did not contribute to writing the entry entered among the fourteen slots for the producers.

PLEASE NOTE: The number of nominations for half-hour and hour programs will be proportionate according to the entries. For example, if there are 30 entries for half-hour programs and 20 entries for hour programs, the five nominees will consist of the top three half-hour program vote-getters and the top two hour program vote-getters.

Category 4 OUTSTANDING SHORT-FORMAT ANIMATED PROGRAM

Emmy(s) to the producer(s) whose credit is Executive Producer, Co-Executive Producer, Supervising Producer or Producer, and who is responsible for all creative phases of the animation production process from pre-production to post-production; the writer(s) whose credit is "story by," "teleplay by" or "written by;" the director(s) and the individual(s) principally responsible for slugging the storyboards and timing the sheets. All eligibility is subject to approval by the animation peer group executive committee.

PLEASE NOTE: the expected running time for short-format programming is less than 15 minutes.

ELIGIBILITY RULE: In cases where the entry was created by a separate show runner and production house, numerical caps shall be set for those directors, writers and producers eligible on the miniseries, movie or special chosen for entry, as follows:

- a maximum of four directors
- a maximum of three writers
- a maximum of fourteen producers

The total number of entrants is capped at 21 without restrictions based on a producer's employer (either the production company or the animation house) – with all eligibility subject to approval by the animation peer group executive committee. And because some producers may contribute to the entry as writers, the show-runner making the entry may list them as "producer/writer" among the three writing slots, with those producer-writers who did not contribute to writing the entry entered among the fourteen slots for the producers.

Additionally, entrants must include a paper copy of the beginning and end credits that appear on the submitted episode or program.

PLEASE NOTE: Nominations will be determined by the votes of the members of the animation branch. Members of other branches, whose production credits would ordinarily give them hyphenate voting status in animation, will not receive the nominating ballot, although they may transfer their membership to the animation peer group by April 16 in order to receive the animation ballot.

Members of the animation branch and animation hyphenates will receive invitations to serve on the at-home panels that pick the Emmy recipients, with the understanding that those who would have a conflict of interest judging the nominations would not be impaneled.

The animation content of either a fully animated or animation and live-action program must be at least 65% new animation to qualify the program for entry in an animation program category.

An eligible individual making the entry may choose to enter an animated program in a category either according to medium (animation) or content (comedy, drama, etc.).

If entered in a live-action program category, producers and the animation director credited on the episode chosen for the Emmy Judging Panel screening are Emmy-eligible. Writers enter separately in an appropriate category, e.g., if the program enters the comedy series program category, the writers enter the comedy series writing category.

Animated series are nominated for a single episode. If entered in an animation program category, only those producers, directors and writers credited on the episode chosen for screening are Emmy-eligible.

ART DIRECTION AWARDS

Emmy(s) to production designer(s), art director(s) and set decorator(s), if applicable
Entries are capped at a maximum of three entrants.

NEW RULE: An individual or the identical team may enter multiple achievements in an art direction category if the achievements are for different programs.

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

NOTE: Initial entry may be submitted by any team member and must include the whole team.

The Peer Group Executive Committee will review all screen credits for eligibility on submitted programs. All eligibility is subject to final and definitive review by the PGEC to determine principal creative contributions.

PLEASE NOTE: All art direction awards are area awards. An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least **nine-tenths** approval of the judges receives an Emmy. If none of the nominations receives **nine-tenths** approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has majority approval, no award in each area.

DVD REQUIREMENTS AND INSTRUCTIONS:

Two DVDs **NOT COPY PROTECTED** are required of the complete program/episode AT THE TIME OF ENTRY.

EDITING INSTRUCTIONS: Please **do not** include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black. (“For Your Consideration” chyrons are okay.) The DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review the DVDs before you submit them.

SLATES: Slates optional.

CREDITS: Include the main title and end credits.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

LABELS: Label each DVD with:

- program title
- episode title or miniseries part
- category title(s)
- original airdates(s)
- length of submitted DVD
- picture format

DEADLINE: **The DVD masters are due by the entry deadline (April 30).** If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. Any entry submitted without DVDs will be disqualified.

Area 5 OUTSTANDING ART DIRECTION FOR A MULTI-CAMERA SERIES

For a regular series

Area 6 OUTSTANDING ART DIRECTION FOR A SINGLE-CAMERA SERIES

For a regular series

Special entry instructions for series entries in Areas 5 and 6:

PLEASE NOTE THAT FOR SERIES NOT IN THEIR PREMIERE SEASON 2/3 SCREEN TIME OR 2/3 SET COUNT MUST BE IN NEW SETS OR LOCALES FOR DESIGN TEAMS TO QUALIFY FOR SUBMISSION. The exception is when the pilot is designed by one team and remaining premiere season episodes are designed by another team. In that case the design team of the remaining episodes must follow this 2/3 rule.

To qualify for the 2/3 rule, a design team must submit two DVDs of the episode(s) being entered for consideration, and enter all new and existing sets on the online entry form. Up to three (3) episodes may be submitted by a team to fulfill the 2/3 rule requirement. Extended-length episodes will count as two episodes.

Area 7 OUTSTANDING ART DIRECTION FOR A MINISERIES, OR MOVIE

For a complete miniseries (if credited on all parts), or for a single part of a miniseries (if credited on one or more but not all parts), or for a movie.

Area 8 OUTSTANDING ART DIRECTION FOR VARIETY, MUSIC OR NONFICTION PROGRAMMING

For a single episode of a VMC, nonfiction, reality, reality-competition series or a one-time program

Special entry instructions for series entries in Area 8:

NOTE: If submitting a variety/music, nonfiction, reality or reality-competition series program (Area 8), please refer to submission guidelines as noted for Areas 5 & 6.

CASTING AWARDS

Emmy(s) to casting director(s) ["casting by"]

Any person whose on-screen credit includes the word associate will not be eligible.

Entries are limited to a maximum of two entrants.

NEW RULE: A casting director/casting team may submit multiple programs in the casting categories. For example: if a casting director casts two different comedy series, both can be entered into the Casting for a Comedy Series category, and if a casting director casts more than one movie, both movies could be entered.

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

For a series in its premiere year the casting director(s) for the regular series episodes and the pilot are eligible.

Location Casting Eligibility: Entries must be accompanied by a statement indicating if, or not a location casting director was employed.

If yes:

1. Who and how significant was the contribution?
2. Did the entrant supervise location casting?
3. Did he/she go to the location personally?

Category 9 OUTSTANDING CASTING FOR A COMEDY SERIES

For a series body of work during the current eligibility year

Category 10 OUTSTANDING CASTING FOR A DRAMA SERIES

For a series body of work during the current eligibility year

Category 11 OUTSTANDING CASTING FOR A MINISERIES, MOVIE OR A SPECIAL

DVD REQUIREMENTS FOR CASTING NOMINEES: If you are announced as a nominee on July 8, two DVDs of your achievement will be due by July 15.

DVD requirements for the following categories:

Category 9 – Casting for a Comedy Series

Category 10 – Casting for a Drama Series

Please submit two edited DVDs that composite clips from three series episodes (entrants choice) with a total running time of up to thirty minutes. More than three episodes will disqualify the entry. Additionally, please provide the following information that will be distributed to the voters:

- 1) A synopsis and cast list for each scene on the composite DVDs. Please clearly denote which performers were cast in the current season.
- 2) A complete cast list from the current season. Again, please clearly denote which cast members were cast during the current season.

Category 11 – Casting for a Miniseries, Movie or a Special

Please submit two edited DVDs that composite up to thirty minutes (entrant's choice) of the entered miniseries (from one or more parts), movie or special. Additionally, please provide the following information that will be distributed to the voters:

- 1) A synopsis and cast list for each scene on the composite DVDs.
- 2) A complete cast list from the movie or miniseries.

LABELS: Please label the DVDs with the program title, category title and picture format.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

CHOREOGRAPHY AWARD

Juried 12 OUTSTANDING CHOREOGRAPHY

Emmy(s) to choreographer(s)

Entries are limited to a maximum of two entrants.

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

For a continuing series, miniseries, or for a movie or a special

NEW RULE: An individual or the identical team may enter multiple achievements if the achievements are for different programs.

Nominations and winner(s) are determined by screening panel(s). **There is the possibility of one or no award for series, and one or no award for specials.**

The number of nominations for series and specials (movies, miniseries and specials) will be proportionate according to the entries. For example, if there are 20 entries for series and 30 entries for specials, the five nominees will consist of the top two series vote-getters and the top three specials vote-getters.

DVD REQUIREMENTS:

SERIES ENTRANTS: You may choose to submit up to three pieces of choreography from a single series. The entries may be culled from the same episode or different episodes as long as it is the original broadcast of the piece and falls within the eligibility period. Entrants have the option to submit only one number, but they may choose to submit two or three numbers. If multiple pieces are submitted, the entrant must be credited as the sole choreographer (or identical choreography team) on all pieces.

Two edited DVDs of only the dance number(s)/choreography from the chosen episode(s) must be submitted at the time of entry. Multiple pieces may be put in any order, with 2-10 seconds of black in between. Please note: Dance number(s)/choreography must be submitted in their entirety, no internal editing.

MINISERIES, MOVIES OR SPECIALS ENTRANTS: Two edited DVDs of only the dance number(s)/choreography from the entered miniseries, movie or special must be submitted at the time of entry. If multiple pieces are submitted, the entrant must be credited as the sole choreographer (or identical choreography team) on all pieces.

Please note: Dance number(s)/choreography must be submitted in their entirety, no internal editing.

LABELS: Please label the DVD with the program title, category title, entrant name(s), running time of DVD.

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. Any entry submitted without DVDs will be disqualified.

CINEMATOGRAPHY AWARDS

Emmy(s) to cinematographer(s)

PLEASE ALSO NOTE THE RULES FOR TECHNICAL DIRECTION, CAMERAWORK AND VIDEO AWARDS

NEW RULE: An individual or the identical team may enter multiple achievements in a cinematography category if the achievements are for different programs.

DV Cam Requirements:

Entrants must submit a DV Cam of a continuous segment from a single episode by the entry deadline (April 30). The segment can start any place within the episode, but must have no internal

editing and must have the original sound. Entrants may choose to submit the entire episode if they don't have access to editing facilities, but must give the starting and ending timecode for the section they want to be considered along with a written description of the starting scene. These segments will be used by a blue ribbon panel to narrow the top 10 vote-getters from the first round paper ballot down to the 5 nominees. The length of the continuous DV Cam segment must be **exactly four (4) minutes** for **category 13** and **six (6) minutes** for **categories 14 and 15**.

Please include the following information on the label:

Category title

Program title

Title of episode/part (if applicable)

Picture Format (1.33, 1.78)

NOMINATION TAPE REQUIREMENTS:

A digital Betacam of the complete program will be requested at the point of nomination (July 8). The master will be dubbed to DVD and sent to the judges for the final round of voting.

Category 13 OUTSTANDING CINEMATOGRAPHY FOR A HALF-HOUR SERIES

For a single episode of a regular series

Eligibility for category 13 includes: the cinematographer or director of photography of a single episode of a regular series shot in either single-camera or multi-camera style. If the show is multi-camera it must be shot in situation comedy style (not variety-music-comedy). The entry can be recorded on film, videotape or digital medium. Entrants must specify whether their entry is single-camera or multi-camera as the number of nominees will be proportional to the number of submissions in these two genres.

Category 14 OUTSTANDING CINEMATOGRAPHY FOR A ONE HOUR SERIES

For a single episode of a regular series

Category 15 OUTSTANDING CINEMATOGRAPHY FOR A MINISERIES OR MOVIE

For a single episode of a miniseries or for a movie

Eligibility for categories 14 and 15 includes: the cinematographer or director of photography of the program recorded film style, whether the medium is film, videotape or digital.

CINEMATOGRAPHY FOR NONFICTION and REALITY PROGRAMS

TAPE REQUIREMENTS: A digital Betacam of the complete program will be requested at the point of nomination (July 8). The master will be dubbed to DVD and sent to the judges for the final round of voting.

NEW RULE: An individual or the identical team may enter multiple achievements in the nonfiction and reality cinematography categories if the achievements are for different programs.

Category 16 OUTSTANDING CINEMATOGRAPHY FOR NONFICTION PROGRAMMING (with a cap of one)

For a single episode of a regular series or a special

Please note: It is understood that single-camera style productions will generally not include a second DP, but if such a case occurs, submissions can be reviewed on a case-by-case basis if they fall outside the defined boundaries.

Category 17 OUTSTANDING CINEMATOGRAPHY FOR REALITY PROGRAMMING (with a cap of up to five cinematographers)

For a single episode of a regular series or a special shot in field single-camera style*

To be eligible for individual achievement in this category, the entrant must have the credit of director of photography and be responsible for the look of the entire program.

Also eligible: Individuals with the credit cinematographer or camera IF the individual has shot at least 25% of the submitted episode.

Please note: It is understood that reality programs rely on large teams of cinematographers. This award recognizes the director of photography who crafts the overall look of the program. Cinematographers or camera operators who contribute a large percentage of the show's look are also eligible. Cinematographers or camera operators will have shot at least 25% of the submitted episode to be eligible for an Emmy award.

*Studio-based shows or episodes in which a high percentage of the program is shot in the studio are not eligible in this category and should enter category 92 or category 93.

The above restrictions can be waived if the entrants choose to opt for a team Emmy, as described below.

Team Emmy submissions:

If the program relies on a team of camera personnel who do not meet the criteria of individual achievement specified above, they may opt to enter as a team. In such instances, there will be no recognition of individuals but, rather, of the team's achievement. An Emmy statute will be given to the director of photography or lead member of the team, as determined by the production company. Members of the team with the titles listed above will be able to purchase a plaque to honor their contribution.

Please note: Multiple episodes per series may be entered, as long as the team for each is different.

COMMERCIAL AWARD

Emmy(s) to Production Company and Advertising Agency

Category 18 OUTSTANDING COMMERCIAL

Eligibility: A commercial is eligible provided it is of 30 to 120 seconds in length (maximum length allowed is two minutes), and originally aired or transmitted during the eligibility year in any primetime period (6:00 PM - 2:00 AM) (i) by broadcast to at least 50% of the total potential U.S. television audience or, (ii) by pay/basic cable transmissions (including by way of example so-called basic cable, pay cable, pay television, pay-per-view, interactive cable and the like, and broadband) to markets representing at least 50% or more of households in the United States. Paid commercials, PSAs and promos are eligible. Entries cannot exceed two minutes.

PLEASE NOTE: Each entry must be submitted with a list that gives the original airdate, market, and time of day that the commercial aired.

There will be two statues awarded: one to the production company and one to the advertising agency.

Who may submit entry and DVD requirements: any ad agency or production company may enter one version of its 30 - 120 second commercial. Two DVDs (not copy protected) are required at time of entry. Please do not include more than one commercial on a DVD. Do not slate the DVDs and do not include bars and tones. A market list is also required.

COSTUME AWARDS

Emmy(s) to the costume designer or costume supervisor or, on programs where they work as a team, to the co-eligible team members, or key costumer

Entries are limited to a maximum of three entrants.

NEW RULE: An individual or the identical team may enter multiple achievements in a costume category if the achievements are for different programs.

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

Eligible titles include: costume designer, costume supervisor (**as defined by the role of a West Coast costume supervisor**), assistant costume designer (who is working on the East Coast in the capacity of a costume supervisor) and single-credit key costumer (who is the only costume person on the show).

Where there is team eligibility of the costume designer and the costume supervisor, one individual may make the entry on the team's behalf, or the producer may make the entry on the team's behalf. Regardless of who makes a team entry, he/she is responsible for submitting the complete eligible team, not just themselves or partial teams.

When an entry has team eligibility and there is a team member who does not wish to participate in the competition, the entry must be accompanied by a letter, signed by the individual not entering, stating that he/she is aware of the entry and does not wish to be included on it.

If there is no supervisor or assistant costume designer functioning as a supervisor, a letter from the

person making the entry stating that fact must be uploaded during the entry process.

"Second Unit" and "Re-shoot Unit" credits are not eligible for entry.

Entries not meeting the above criteria by the time the ballots are distributed in early June will be disqualified. Eligibility is subject to the final and definitive review of the Peer Group Executive Committee.

DVD REQUIREMENTS AND INSTRUCTIONS:

Two DVDs **NOT COPY PROTECTED** are required of the complete program/episode AT THE TIME OF ENTRY.

EDITING INSTRUCTIONS: Please do not include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black. ("For Your Consideration" chyrons are okay.) The DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review the DVDs before you submit them.

SLATES: Slates optional.

CREDITS: Include the main title and end credits.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

LABELS: Label each DVD with:

- program title
- episode title or miniseries part
- category title(s)
- original airdates(s)
- length of submitted DVD
- picture format

DEADLINE: **The DVD masters are due by the entry deadline (April 30).** If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVD will not be ready by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

Category 19 OUTSTANDING COSTUMES FOR A SERIES

For a single episode of a regular series

Category 20 OUTSTANDING COSTUMES FOR A MINISERIES, MOVIE OR A SPECIAL

For a single part of a miniseries, a movie, or for a special

Juried 21 OUTSTANDING COSTUMES FOR A VARIETY/MUSIC PROGRAM OR A SPECIAL

For a single episode of a variety/music, non-fiction, reality or reality competition series, a stop motion-animation or puppetry program or for a special premiering on television with costumes designed originally for television.

DIRECTING AWARDS

Emmy(s) to credited director(s)

(2nd unit directors, stage managers and ADs are not eligible)

Category 22 OUTSTANDING DIRECTING FOR A COMEDY SERIES

For a single episode of a regular series

Category 23 OUTSTANDING DIRECTING FOR A DRAMA SERIES

For a single episode of a regular series

Category 24 OUTSTANDING DIRECTING FOR A MINISERIES, MOVIE OR A DRAMATIC SPECIAL

Eligibility clarification: For a complete miniseries (if credited with directing all parts), or for a single part of a miniseries (if credited with directing one or more but not all parts), or for a movie or dramatic special.

For one director credited with all miniseries parts: eligibility is for complete miniseries.

For one director credited with one miniseries part: eligibility is for the one miniseries part.

For one director credited with more than one but not all miniseries parts: eligibility is for one miniseries part (entrant must choose).

For the director of a made for television movie.

For the director of a dramatic special.

Category 25 OUTSTANDING DIRECTING FOR A VARIETY, MUSIC OR COMEDY SERIES

For a single episode of a VMC series

Category 26 OUTSTANDING DIRECTING FOR A VARIETY, MUSIC OR COMEDY SPECIAL

For a VMC special

Category 27 OUTSTANDING DIRECTING FOR NONFICTION PROGRAMMING

For a single episode of a nonfiction series or special

NEW RULE: An individual may enter multiple achievements in nonfiction directing if the achievements are for different programs.

Emmy to director whose screen credit is director or directed by (segment directors are ineligible).
 ELIGIBILITY CLARIFICATION: If entrant received "A FILM BY" credit, they must also have an on-screen director or directed by credit to be eligible in this category. Eligible director must have contributed 60% or more of program content. Eligibility for this individual achievement category is limited to programming eligible in the following:

Area 76 Outstanding Nonfiction Special

Area 77 Outstanding Nonfiction Series

Category 78 Outstanding Reality Program

Category 79 Outstanding Reality-Competition Program

PICTURE EDITING AWARDS

Single-camera editing style is defined as the editing of materials shot with one camera. In a case where more than one camera is used, it is used to augment coverage, action, stunts or crowd scenes.

NEW RULE: An individual or the identical team may enter multiple achievements in an editing category if the achievements are for different programs.

Multi-camera editing style is defined as editing material from three or more cameras recorded synchronously for the majority of a show, shot in a set/studio environment.

If 50% or more of the show or series episodes utilizes the line cut it is ineligible for submission in picture editing categories (see Area 31 below).

Emmy(s) to off-line credited editor(s).

Clarification: on-line, segment and assistant editors are generally not eligible.

Category 28 OUTSTANDING SINGLE-CAMERA PICTURE EDITING FOR A DRAMA SERIES

For a single episode of a regular series

Category 29 OUTSTANDING PICTURE EDITING FOR A COMEDY SERIES (SINGLE OR MULTI-CAMERA)

For a single episode of a regular series

Category 30 OUTSTANDING SINGLE-CAMERA PICTURE EDITING FOR A MINISERIES OR A MOVIE

For a movie or single part of a miniseries

Area 31 OUTSTANDING SHORT-FORM PICTURE EDITING

For a clip package for talk, performance, award, reality-competition programs and broadband

NEW RULE: The credit "By" in conjunction with short-form editing work is considered equivalent to the credit "Edited By."

Submissions to be a single clip package in a single episode of a regular series or special or short-form broadband segments.

Eligibility for Area 31:

- Submission of clip packages where the majority of the show is live switched.
- Submission of clip package or broadband segments is capped at two editors.
- Please note: Promos, recaps, cut-downs and trailers are not eligible to be entered in Area 31.

****DVD REQUIREMENTS:** Entrants must submit two DVD copies (not copy protected) of the clip package or broadband segment being entered. No more than one clip package or broadband segment per DVD. Please provide a slate with the clip/broadband segment title and/or a brief description and

label the DVDs with the category title, program title, title of the sequence, episode title (if entering for a series), running time and the name of the editor(s). Do not include bars and tone.

A Blue Ribbon Panel will view all submissions and select the nominees in this area.

PLEASE NOTE: An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least **nine-tenths** approval of the judges receives an Emmy. If none of the nominations receives **nine-tenths** approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has majority approval, no award in each area.

Category 32 OUTSTANDING PICTURE EDITING FOR A SPECIAL (Single or multi-camera)

For a variety, music or comedy special that does not utilize more than 50% line cut (with a cap of up to seven editors)

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

PICTURE EDITING AWARDS FOR NONFICTION and REALITY PROGRAMS

NEW RULE: An individual or the identical team may enter multiple achievements in editing nonfiction/reality if the achievements are for different programs.

Category 33 OUTSTANDING PICTURE EDITING FOR NONFICTION PROGRAMMING
(with a cap of up to 3 editors)

For a single episode of a regular series or a special

Submissions can be reviewed on a case-by-case basis if they fall outside the defined boundaries.

Category 34 OUTSTANDING PICTURE EDITING FOR REALITY PROGRAMMING (with a cap of up to 7 editors)

For a single episode of a regular series or a special (this category includes reality and reality-competition programs)

Please note: Multiple episodes per series may be entered, as long as the team for each is different.

HAIRSTYLING AWARDS

Emmy(s) to hairstylist(s)

An individual may enter as either a hairstylist or makeup artist, but not both.

NEW RULE: An individual or the identical team may enter multiple achievements in a hairstyling category if the achievements are for different programs.

Definition of hairstyling for Emmy recognition: Hairstyling is any change in the appearance of a performer's hair, by the act of hairstyling, for example, designing, cutting, coloring, arranging the performer's hair, as well as the designing, preparation and application of wigs, or hairpieces to create a character. It is not changes caused by special lighting, camera lenses, optical effects or computer imaging. It is not for hairstyling on puppets, dummies, or any device that is not on the performer's hair or head.

Hairstylists who actually execute the hairstyles and/or design, style and apply wig(s) on a performer are eligible. An individual who only designs, supervises, or manufactures product, but does not apply, is not eligible. Eligible entrant(s) are the hairstylist(s) most responsible for the overall look of the achievement being recognized.

Series episode: The length of the episode submitted for individual achievement may exceed, by as much as double, the standard running time of the series episodes. If the episode is in two parts, both parts may be selected as long as they do not cumulatively exceed twice the standard running time of the series episodes.

Miniseries: Hairstylist(s) credited on all miniseries parts will enter for the complete miniseries, and the Emmy judging DVD will be for the complete miniseries. For hairstylist(s) credited with one or more but not all miniseries parts, eligibility is for one miniseries part, and the Emmy judging DVD is for the one miniseries part.

Eligibility is subject to a final and definitive review by the Peer Group Executive Committee. If the entry contains footage from previously-aired material from the current or prior awards years, a description must be attached with the entry noting this.

Entries must be accompanied by a 75-word or less statement of the techniques employed in the execution of the achievement.

Eligibility: Each submission will consist of no more than two entrants, including the Hairstylist Department Head, with the following exception: A Hairstylist Department Head, showing just cause, may petition the Peer Group Executive Committee to allow the submission of up to **four** additional hairstylists he/she feels have contributed significantly to the achievement and deserve nomination.

a.) All submissions are to include the clear title; i.e., Department Head Hairstylist in every case, Co-Department Head Hairstylist, Assistant Department Head Hairstylist, Key Hairstylist, Additional Hairstylist, Hairstylist or Personal Hairstylist (star request) next to the entrant's name. All entrants must be verified by a Department Head in writing. In the case of a Co-Department Head, only one Department Head may verify.

b.) In all cases, for eligibility, additional entrants will have to go through the vetting process and be verified by the Academy and the Hairstylist Governor. In case of a question or dispute regarding an individual's eligibility, the PGEC will decide the issue by a vote via email. A majority vote will prevail.

Category 35 OUTSTANDING HAIRSTYLING FOR A SINGLE-CAMERA SERIES For a single episode of a comedy or drama series

Category 36 OUTSTANDING HAIRSTYLING FOR A MULTI-CAMERA SERIES OR A SPECIAL

For a single episode of a comedy, variety, reality, or reality-competition series, or for a variety or live special

Category 37 OUTSTANDING HAIRSTYLING FOR A MINISERIES OR A MOVIE

For a miniseries (as credited on one or more than one part), or a movie

INTERACTIVE MEDIA PROGRAMMING AWARD

Interactive Media Peer Group members will review the submissions to select the nominations and determine the Primetime Emmy Award winner(s). There may be one, more than one or no Emmy statuette awarded to the individual(s) or company(s) that is directly involved with and principally responsible for the recognized Interactive Media Programming.

The Interactive Media Award recognizes excellence in the interactive media components of a fiction or nonfiction-related program or series, which have been commercially deployed, domestically, in the period of (June 1, 2009 - May 31, 2010). Additional detailed information on the Fiction and Nonfiction areas of competition and instructions for entering can be found online at <http://www.emmys.tv/interactive>. Entries can be made online at <http://www.emmys.tv>.

Juried 38 OUTSTANDING CREATIVE ACHIEVEMENT IN INTERACTIVE MEDIA FICTION OR NONFICTION

LIGHTING DIRECTION (ELECTRONIC PRODUCTION) AWARD

Emmy(s) to credited lighting director and/or lighting designer, director of photography

Entries are limited to a maximum of three entrants.

Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

Eligibility in Category 39 includes the director of photography, lighting director and/or lighting designer (determined on a case-by case basis) of a single episode of a multi-camera variety, music or comedy series or special recorded in any medium. All other series, shot either multi-camera or single-camera, are eligible in Category 13 or Category 14. Miniseries and movies recorded film style in any medium are eligible only in Category 15.

Category 39 OUTSTANDING LIGHTING DIRECTION (ELECTRONIC, MULTI-CAMERA) FOR VARIETY, MUSIC OR COMEDY PROGRAMMING

For a single episode of a multi-camera variety, music or comedy series or special

MAIN TITLE DESIGN AWARD

Emmy(s) to the principal designer(s) listed below, not to exceed four, who share substantially and significantly in the creative authorship of the show's title sequence.

NEW RULE: An individual or the identical team may enter multiple achievements if the achievements are for different programs.

No network or channel promotions/package may be included in the entry.

Each entry must be submitted with a concise, written description of each person's creative contribution (100 words or less), which validates each substantial, creative, hands-on contribution to the **production and execution of the title design**. The following list of Main Title Design job titles may serve as a guide for eligible individuals, but only when all of the above criteria have been met:

Designer
Creative Director
Art Director
Animator
Compositor
Editor
Illustrator

Submissions should include only the main title and must not contain bars and tone and may not exceed 5 minutes in length. You may include a title card at the head of the entry, but there should be no reference to the individuals, facilities or the production companies associated with the work. Do not superimpose logos (lower third bug) on the work to be judged.

Each main title entry must be as aired i.e. no "before and after" demos, sound track embellishments, remixes, re-composites, etc.

DVD REQUIREMENTS: All entries for Main Title Design must submit one data DVD and one video player DVD.

1. DATA DVD must be an uncompressed QuickTime file in NTSC 720x 486 8 bit or 10 bit YUV of the main title ONLY burned to a DVD.

2. A video player DVD for viewing only of the main title only.

LABELS: Label the DVDs with:

- program title
- category 40
- specify one as "Data DVD" and the other as "Player DVD"
- length of submitted DVDs

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

Each DVD must contain all of the components of the entry. Separate entries must be presented on individual DVDs. Please do not combine multiple entries into a single DVD.

Entries not meeting all of the above criteria will be disqualified.

Any issues regarding eligibility will be considered and conclusively decided by a meeting of the Title Design Peer Group Executive Committee, who will determine the final eligibility of each entrant.

Category 40 OUTSTANDING MAIN TITLE DESIGN

For a series, movie, special or miniseries

MAKEUP AWARDS

Emmy(s) to makeup artist(s)

An individual may enter as either a makeup artist or hairstylist, but not both.

NEW RULE: An individual or the identical team may enter multiple achievements in a makeup category if the achievements are for different programs.

Definition of makeup for Emmy recognition:

Makeup is any change in the appearance of a performer's face, or body created by the application of cosmetics, three-dimensional material, facial hair goods, and/or prosthetic appliances applied directly to the performer's face or body. It is not changes caused by special lighting, camera lenses, optical effects or computer imaging. It is not puppets or any device that is not on the performer's face or body.

Eligibility clarification:

To be eligible the makeup artist(s) must have been the makeup artist(s) most responsible for the overall look of the achievement being recognized and involved with hands-on application, on the performer, of the makeup achievement being recognized.

Entrants: ALL submissions, whether entered by artist team members or producers, etc. is required to be signed by the Makeup Department Head. Each submission will consist of no more than two entrants, including the Makeup Department Head, with the following exceptions:

a.) A Makeup Artist Department Head, showing just cause, may petition the Peer Group Executive Committee to allow the submission of up to **four** additional makeup artists he/she feels have contributed significantly to the achievement and deserve nomination. All submissions are to include the clear title; i.e., Department Head Makeup Artist in every case, Co-Department Head Makeup Artist, Assistant Department Head Makeup Artist, Key Makeup Artist, Additional Makeup Artist, Makeup Artist or Personal Makeup Artist (star request) next to the entrant's name. All entrants must be verified by a Department Head in writing. In the case of a Co-Department Head, only one Department Head may verify. In the case of prosthetic makeup the following credits are eligible: Prosthetic Designer, Special Makeup Effects Artist, Additional Makeup Effects Artist, Makeup Effects Artist, Special Makeup Effects Department Head and Special Makeup Effects Assistant Department Head.

b.) In the case of specially manufactured prosthetics, the individual(s) (maximum of two) directly responsible for the design and completion (not including manufacture) of the prosthetic will also be eligible in Area 44, as verified by the Makeup Department Head.

c.) In all cases, for eligibility, additional entrants will have to go through the vetting process and be verified by the Academy and the Makeup Artist Governor. In case of a question or dispute regarding an individual's eligibility, the PGEC will decide the issue by a vote via email. A majority vote will prevail.

Series episodes: The length of the episode submitted for individual achievement may exceed, by as much as double, the standard running time of the series episodes. If the episode is in two parts, both parts may be selected as long as they do not cumulatively exceed twice the standard running time of the series episodes.

Miniseries: Makeup artist(s) credited on all miniseries parts will enter for the complete miniseries and the Emmy judging DVD will be for the complete miniseries. For makeup artist(s) credited with one or more but not all miniseries parts, eligibility is for one miniseries part; and the Emmy judging DVD is for one miniseries part.

Eligibility is subject to the final and definitive review by the Peer Group Executive Committee.

If the entry contains footage from previously aired material of the current or prior awards years, a description must be attached with the entry.

Entrants will be asked to submit a 75-word or less statement of the technique employed in the execution of the entry, specific to the category being entered. Please do not include references to FX, makeup, hair or procedures within your tech description that have no bearing on the category for which you've submitted.

Category 41 OUTSTANDING MAKEUP FOR A SINGLE-CAMERA SERIES (NON-PROSTHETIC)

For a single episode of a comedy or drama series

Category 42 OUTSTANDING MAKEUP FOR A MULTI-CAMERA SERIES OR SPECIAL (NON-PROSTHETIC)

For a single episode of a comedy, variety, reality or reality-competition series, or for a variety or live special

Category 43 OUTSTANDING MAKEUP FOR A MINISERIES OR A MOVIE (NON-PROSTHETIC)

For a miniseries (as credited on one or more than one episode) or a movie

Area 44 OUTSTANDING PROSTHETIC MAKEUP FOR A SERIES, MINISERIES, MOVIE OR A SPECIAL

For a series, miniseries (as credited on one or more than one episode), a movie, or for a special

Prosthetic Area: Prosthetics in these Emmy rules is defined as three-dimensional pre-made applications of foam, gelatin, silicon, etc. applied to the face and/or body.

PLEASE NOTE: An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least **nine-tenths** approval of the judges receives an Emmy. If none of the nominations receives **nine-tenths** approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has majority approval, no award in each area.

MUSIC AWARDS

Nominations in the music categories are determined by screening committees from the music peer group.

NEW RULE: An individual or the identical team may enter multiple achievements in a music category if the achievements are for different programs.

All entries for categories 45 (music composition - series), 46 (music composition – long-form), 48 (music and lyrics) and 49 (main title theme music) must have originated with the credited composer(s) and/or lyricist(s), and must have been created specifically for an eligible program as defined previously in Criteria for Eligibility with no prior usage (including public performance or exploitation), through any other media. If sampled musical phrases are mixed together to form the entire work, and a single phrase or phrases are perceived as the main character of the composition or theme, that entry is ineligible.

In all categories, the eligibility recommendation to the Primetime Awards Committee will be at the sole discretion of the Music Peer Group Executive Committee, and an entry may be disqualified at any time during the contest period, if that entry is found to be ineligible, substantially unoriginal, or in categories 45 and 46, is deemed to be less than a substantial body of music in the form of dramatic score.

As a condition of submitting an entry in all music categories, each entrant, who is a member of the Academy, agrees to serve on a home viewing panel during both the first round, nominating phase of the competition, and the second final Emmy judging round. No panelist will be required to view and judge more than ten hours of entries in either round. An entrant may submit a request to the Music Peer Group Executive Committee to be excused from serving as a judge if unusual or unexpected circumstances arise immediately before or during either of the judging periods.

Since Academy Music Peer Group members agree to serve on judging panels as a condition of entry into the competition, and since all entries submitted by both members and non-members are viewed by those panels to determine the nominees, non-members are only allowed to submit entries in any two award years during a five year period.

Non-members who wish to submit a third entry within a five year period must apply for Academy Music Peer Group membership. Only non-members who do not meet the qualifications for membership will be allowed to submit an entry in a third year. Please note that all previous Emmy nominees are automatically qualified for membership under Academy membership rules.

Entries submitted by a producer on behalf of an active music peer group member are subject to the above rules. However, all entries submitted by anyone other than the entrant, are subject to that entrant's agreement to the submission, and in the case of an Academy member, to the judging obligations. The Awards Department will contact the entrant for confirmation of his/her agreement to the submission, and no submission will be entered into the competition without that entrant's confirmation.

The entries for categories 45 (music composition - series), 46 (music composition – long-form) and 47 (music direction) must submit ten DVDs of the complete program and ten copies of complete cue sheets, which clearly list all music cues and their composer(s) and/or lyricist(s). An incomplete or unclear cue sheet could result in disqualification of the entry. The DVDs must be in the same form and content as originally broadcast, minus commercial breaks.

DVD REQUIREMENTS FOR MUSIC SUBMISSIONS:

Ten DVDs (not copy protected) of the complete program must be submitted by the entry deadline (April 30) for the following three music categories. Please do not include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black.

Category 45 - Music Composition for a Series (Original Dramatic Score)

Category 46 - Music Composition for a Miniseries, Movie or a Special (Original Dramatic Score)

Category 47 - Music Direction

Two edited DVDs (not copy protected) must be submitted by the entry deadline (April 30) for the following two music categories. Please do not include bars and tones.

Category 48 – Original Music and Lyrics

Two edited DVDs of the song and enough additional footage before and after the song to give the judges a sense of its context.

Category 49 – Original Main Title Theme Music

Two edited DVDs of the full main title at the top of the show and approximately the first minute of the episode.

LABELS: Please label the DVDs with the program title, category title and, for music and lyrics, the song title. Please also indicate the picture format.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

Additionally, category 47 entrants must complete the Music Direction questionnaire, **which is part of the online music entry form.**

All song entries for categories 48 and 49 must be accompanied by ten copies of a vocal lead sheet (containing vocal lead line, lyrics and chord symbols) and ten copies of a corresponding cue sheet, and two edited DVDs.

Category 45 OUTSTANDING MUSIC COMPOSITION FOR A SERIES (ORIGINAL DRAMATIC SCORE)

For a single episode of a regular series

An original dramatic score is a substantial body of music written specifically for the program by the submitting composer(s).

Emmy(s) to credited composer(s)

The Emmy is intended to be an award for individual achievement. In the case of submissions entered by co-composers, or a team of composers, the “substantial body of music” rule will be used to validate the eligibility of all additional individual entrants, based on the cue sheet that has been submitted with the entry, and if necessary, a questionnaire, which will be provided after the entries are received and verified by the Academy.

Category 46 OUTSTANDING MUSIC COMPOSITION FOR A MINISERIES, MOVIE OR A SPECIAL (ORIGINAL DRAMATIC SCORE)

For a single episode of a miniseries, movie or a special

An original dramatic score is a substantial body of music written specifically for the program by the submitting composer(s).

Emmy(s) to credited composer(s)

The Emmy is intended to be an award for individual achievement. In the case of submissions entered by co-composers, or a team of composers, the “substantial body of music” rule will be used to validate the eligibility of all additional individual entrants, based on the cue sheet that has been submitted with the entry, and if necessary, a questionnaire, which will be provided after the entries are received and verified by the Academy.

Category 47 OUTSTANDING MUSIC DIRECTION

For a single episode of a regular series, movie, miniseries, or for a special, whether it be variety, music or cultural programming.

Emmy(s) to the music director

Principal arrangers and assistants are ineligible. Music direction involves arranging and orchestrating, composition, supervision of rehearsals and recordings and conducting both live and pre-recorded material. It is the responsibility of the music director to bring the program into a unified whole by making or supervising the following: composing, transitions, themes or underscore, arranging original or pre-existing material for the given orchestra or band, rehearsing the performers and overseeing music that needs to be pre-recorded. In many cases, the music director will also assist in the post-production mixing of the music for the show.

PLEASE NOTE: This category excludes from eligibility:

- Music Supervisors
- The conductor of a concert or symphonic program being telecast
- The conductor of a program which is eligible to be, or is entered in, either of the dramatic underscore categories
- The composer who conducts his own dramatic underscore for a program which is eligible to be, or is entered in, either of the dramatic underscore categories

However, the composer of a musical (a program substantially comprised of songs) who is also its musical director, may enter in either a music composition category or in music direction, but may not enter in both categories.

Category 48 OUTSTANDING ORIGINAL MUSIC AND LYRICS

For an original song (which must include both music and lyrics), whether for a single episode of a regular series, miniseries, movie or a special. Both music and lyrics must be clearly audible and intelligible, and there must be a substantive rendition (not necessarily visually presented), of both lyric and melody.

In the case of submissions entered by co-composers/lyricists, or a team, a Music and Lyrics questionnaire, which will be provided after the entries are received and verified by the Academy, may be used to validate the eligibility of all additional individual entrants, in addition to the cue sheet that has been submitted with the entry.

Emmy(s) to credited composer(s) and lyricist(s)
Arrangers, assistants and associates are ineligible.

Submitted DVDs should include the song and enough additional footage before and after the song to give the judges a sense of its context, along with a brief log line of the scene where the song appears.

NOTE: Eligibility in category 48 is limited to songs written expressly for, and first performed in a program during the current eligibility year. Main title theme songs composed for a continuing series must enter in category 49, Main Title Theme Music.

Category 49 OUTSTANDING ORIGINAL MAIN TITLE THEME MUSIC

For a main title of a continuing series originally aired during the current eligibility year.

PLEASE NOTE: The music peer group has decided to eliminate the Main Title Theme category effective the 2010-2011 awards year and replace it with a new category “Outstanding Music Composition for a Nonfiction Program.”

In the case of submissions entered by co-composers/lyricists, or a team, a Main Title Theme Music questionnaire, which will be provided after the entries are received and verified by the Academy, may be used to validate the eligibility of all additional individual entrants, in addition to the cue sheet that has been submitted with the entry.

Emmy(s) to credited composer(s) and/or lyricist(s)
Arrangers, assistants and associates are ineligible

Eligible submissions must be at least 15 seconds in length. Submitted DVDs should include the full main title at the top of the show and approximately the first minute of any episode, along with a brief log line of the nature of the show for context.

NOTE: Main title theme songs must enter in the Main Title Theme Music category.

PERFORMER AWARDS

ENTRY INFORMATION:

It is the decision of the entrant whether to enter as a lead or supporting performer. Series performers should enter according to their lead or supporting place in the body of work aired during the eligibility year. However, only those performers with "guest star" billing, or who are contracted as such, may enter in a "guest" performer category. While the performer's choice is generally approved, the Primetime Awards Committee determines the final category eligibility. All performers must enter categories that follow the categorization of their shows, e.g., if a show is entered as a comedy series, all performers must enter comedy series categories. Following up on the above example, this placement rule would hold true even if the episode being entered is a "dramatic" rather than a "comedic" episode.

NEW RULE: A performer may enter multiple achievements in a performing category if the achievements are for different programs.

PHOTO REQUEST: By the entry deadline (April 30), all performers and hosts have the option of uploading a color headshot. Headshots will appear next to the entrant's name on the ballot.

DVD REQUIREMENTS FOR GUEST PERFORMERS: Please see the DVD requirements listed above Category 62.

Guest performers must provide a 50 word or less log line of their storyline from the ONE episode chosen for entry and a paper copy of the on-air credits or a copy of their contract listing them as "Guest Star."

SUPPORTING PERFORMERS IN MOVIES OR MINISERIES: The minimum on-screen time for eligibility in the supporting performer categories for movies or miniseries is 5% of the total running time of a movie or a complete miniseries.

VOTING REQUIREMENT: All National Active members of the Performers peer group are required to serve on a final round, at-home judging panel once every four years.

Performers in comedic children's series may enter the comedy series performer categories; performers in dramatic children's series may enter the drama series performer categories.

Series regulars on sketch comedy shows may enter in either Supporting Actor in a Comedy Series or Supporting Actress in a Comedy Series.

Puppeteers may enter as a team (voice + manipulation) in the voice-over category or in a performer category according to the sex of their character.

Voice-over performers enter in the voice-over category.

Performers on classical music dance programs (whose names are not in the program title) are not eligible in special class program.

Cameo appearances in which the person plays himself/herself are not eligible for entry.

VARIETY, MUSIC, COMEDY PERFORMERS: There is no longer a category for individual performance in a variety or music program. The principle host for VMC Series and the principle host/performer for VMC Specials are eligible to be entered with the program in categories 71 and 72 and with “awards programs” and “not-exclusively-made-for-television VMC event programs” entered in area 73a. Secondary performers are no longer eligible.

Category 50 OUTSTANDING LEAD ACTOR IN A COMEDY SERIES

For a continuing performance in a regular series

Category 51 OUTSTANDING LEAD ACTOR IN A DRAMA SERIES

For a continuing performance in a regular series

Category 52 OUTSTANDING LEAD ACTOR IN A MINISERIES OR A MOVIE

For a performance in a miniseries or a movie

Category 53 OUTSTANDING LEAD ACTRESS IN A COMEDY SERIES

For a continuing performance in a regular series

Category 54 OUTSTANDING LEAD ACTRESS IN A DRAMA SERIES

For a continuing performance in a regular series

Category 55 OUTSTANDING LEAD ACTRESS IN A MINISERIES OR A MOVIE

For a performance in a miniseries or a movie

Category 56 OUTSTANDING SUPPORTING ACTOR IN A COMEDY SERIES

For a continuing performance in a regular series

Category 57 OUTSTANDING SUPPORTING ACTOR IN A DRAMA SERIES

For a continuing performance in a regular series

Category 58 OUTSTANDING SUPPORTING ACTOR IN A MINISERIES OR A MOVIE

For a performance in a miniseries or a movie

Please note: The minimum on-screen time for eligibility is 5% of the total running time of a movie or a complete miniseries.

Category 59 OUTSTANDING SUPPORTING ACTRESS IN A COMEDY SERIES

For a continuing performance in a regular series

Category 60 OUTSTANDING SUPPORTING ACTRESS IN A DRAMA SERIES

For a continuing performance in a regular series

Category 61 OUTSTANDING SUPPORTING ACTRESS IN A MINISERIES OR A MOVIE

For a performance in a miniseries or a movie

Please note: The minimum on-screen time for eligibility is 5% of the total running time of a movie or a complete miniseries.

GUEST PERFORMERS:

Comedy/Drama series guest performers with “guest star” billing, or who are contracted as such, are eligible in the guest performer categories without regard to the number of episodes he/she appeared in.

The performer must submit a paper copy of the on-air credits or a copy of their contract listing them as “Guest Star” for the ONE episode chosen for entry.

PLEASE NOTE: The six nominations for each guest performer category will be determined by the votes from the first-round paper ballot. There will no longer be a top-ten voting round.

GUEST PERFORMERS IN COMEDY AND DRAMA SERIES DVD SPECIFICATIONS

Please submit two edited DVDs (**not copy protected**). DVDs must be a composite of **all** of the entrant’s appearances in the ONE episode they are entering for the following categories:

Category 62 – Guest Actor in a Comedy Series

Category 63 – Guest Actor in a Drama Series

Category 64 – Guest Actress in a Comedy Series

Category 65 – Guest Actress in a Drama Series

LABELS: Label each DVD with:

- category title
- program title
- episode title
- original airdate
- entrant’s name
- character’s name
- running time
- picture format (4x3, Letterbox or 16x9)

DEADLINE: The DVD masters are due by the entry deadline (**April 30**). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

Category 62 OUTSTANDING GUEST ACTOR IN A COMEDY SERIES

For performers with guest star billing

Category 63 OUTSTANDING GUEST ACTOR IN A DRAMA SERIES

For performers with guest star billing

Category 64 OUTSTANDING GUEST ACTRESS IN A COMEDY SERIES

For performers with guest star billing

Category 65 OUTSTANDING GUEST ACTRESS IN A DRAMA SERIES

For performers with guest star billing

Category 66 OUTSTANDING HOST FOR A REALITY OR REALITY-COMPETITION PROGRAM

Emmy to hosts and co-hosts

The host or co-hosts must be so titled in the credits or contracted as such. The category is for the proactive “master of ceremony” host and does not include reactive participants (game players) or judges. Eligibility is open to the host(s) of programs entered in the following categories:

Category 78 Reality Program

Category 79 Reality-Competition Program

DVD REQUIREMENTS FOR CATEGORY 66: At the point of nomination (July 8), hosts for reality and reality-competition programs will need to submit two DVDs that are edited down to the entrant's appearances only. If the entrant appears in the majority of the program, the DVDs can be the complete program or episode.

LABELS: Label each DVD with:

- category title
- program title
- episode title
- original airdate
- entrant's name
- running time
- picture format (4x3, Letterbox or 16x9)

Category 2 OUTSTANDING VOICE-OVER PERFORMANCE

Emmy(s) to performer(s)

For a continuing or single voice-over performance in a series or special

All entries will be prescreened for nomination at the Academy by a panel of judges from the Animation Peer Group as well as members of the Performers Peer Group who have voice-over credits. Top five vote-getters will emerge as nominees.

Final-round voting will use a non-preferential ratings score system.

DVD REQUIREMENTS: All entries must be accompanied by two edited DVDs (master and backup) of the entrant's voice-over appearances from a single episode of a series or a special. For submissions whose broadcast running time is 30 minutes or less, the entry must be edited and shall be no more than 5 minutes in length. For submissions whose broadcast running time is greater than 30 minutes, the entry must be edited and shall be no more than 10 minutes in length. Unedited entries will not be accepted.

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

A picture of the character(s) being voiced must also accompany all entries for animated characters. No photos for narrators.

Voice-over entrants who do multiple voices in a series episode or special are not required to enter all voices, but may do so on a single entry.

PROGRAM AWARDS

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

A review to determine producer eligibility will be conducted at the point of nomination.

Vetting procedures and guidelines are included in an appendix at the back of this rules book. Eligible producers will be determined by title and function.

CREDITS: Producers must submit a complete paper copy of beginning and ending credits as aired with all program entries. Series producers must submit paper copies of beginning and ending credits for all episodes that will air during the eligibility period (June 1, 2009 - May 31, 2010).

STAFF LIST: Producers must submit with their program entries a current staff and crew or department head contact list.

A group of programs under an umbrella or sponsorship title (e.g. "Masterpiece Theatre" or "Hallmark Hall of Fame") composed of different production units may not be considered a series.

COMEDY AND DRAMA SERIES: Comedy and drama series are defined as programs with multiple episodes (minimum of six), where the majority of the running time of at least six of the total eligible episodes are primarily comedic for comedy series entries, or primarily dramatic for dramatic series entries, in which the ongoing theme, storyline and main characters are presented under the same title and have continuity of production supervision.

Comedy and drama series producer eligibility: An eligible producer must have worked and have an eligible screen credit on at least 50% of the eligible series episodes.

NEW FOR 2010: DVDs ARE REQUIRED AT THE TIME OF ENTRY FOR ALL PROGRAM CATEGORIES AND AREAS.

DVD REQUIREMENTS AND INSTRUCTIONS:

Two DVDs **NOT COPY PROTECTED** are required of the complete program/episode AT THE TIME OF ENTRY.

COMEDY AND DRAMA SERIES DVDs: Please note that comedy and drama series program entrants must submit a total of six episodes (Two DVD copies of each episode - **NOT COPY PROTECTED**). Please make sure that the episodes are as aired, with no additional footage added. Three separate judging panels will screen a pair of each of the six nominated programs. A two-parter

counts as a pair. It is the nominees' choice as to which two episodes form any given pair. **Please include with the DVDs a list that shows how the episodes are to be paired. Please do not tie the two episodes together on one DVD.**

EDITING INSTRUCTIONS FOR ALL PROGRAM DVDs: Please do not include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black. ("For Your Consideration" chyrons are okay.) The DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review the DVDs before you submit them.

SLATES: Slates optional.

CREDITS: Include the main title and end credits.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

LABELS: Label each DVD with:

- program title
- episode title (if applicable)
- Category or Area number
- length of submitted DVD
- picture format

DEADLINE: **The DVD masters are due by the entry deadline (April 30).** If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

Category 67 OUTSTANDING COMEDY SERIES

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of 11 entrants.

Category 68 OUTSTANDING DRAMA SERIES

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of ten entrants.

Category 69 OUTSTANDING MINISERIES

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of five entrants.

A limited-run series with a "created by" credit CANNOT enter as a miniseries.

A miniseries is based on a single theme or story line, which is resolved within the piece. In a single awards year all of the parts must be presented under the same title and have continuity of production supervision.

A miniseries consists of two or more episodes with a total running time of at least four broadcast hours (at least 150 program minutes).

A log line of 50 words or less of the miniseries is required at the time of entry. This is meant to be a “log line” only, not a sales pitch that includes the writer, director, prior awards recognition, etc. Names of principal leads are also required.

Category 70 OUTSTANDING MADE FOR TELEVISION MOVIE

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of five entrants.

A television movie is defined as an original program, which tells a story with beginning, middle and end, and is broadcast in one part.

A log line of 50 words or less of the movie is required at the time of entry. This is meant to be a “log line” only, not a sales pitch that includes the writer, director, prior awards recognition, etc. Names of principal leads are also required.

VARIETY, MUSIC, COMEDY PERFORMERS: There is no longer a category for individual performance in a variety or music program. The principle host for VMC Series and the principle host/performer for VMC Specials are eligible to be entered with the program in categories 71 and 72 and with “awards programs” and “not-exclusively-made-for-television VMC event programs” entered in area 73a. Secondary performers are no longer eligible.

VARIETY, MUSIC OR COMEDY PROGRAMS:

VMC programs are comprised of discrete scenes, musical numbers, comedy stand-ups, sketches, audience or guest participation (or any mix and match of the above) without a storyline, dramatic arc or characters to connect the pieces. A minimum of three episodes must air within the current eligibility year in order to qualify as a series.

NEW RULE FOR 2011: To qualify as a Variety, Music or Comedy series, six episodes must air during the eligibility year June 1, 2010 – May 31, 2011.

ELIGIBILITY RULE: Programs exclusively originated for a medium other than television or broadband (e.g. taped concert tour performance, Broadway play, opera, night club act), awards shows and entertainment components of sports programs (e.g. halftime show) no longer have eligibility in the VMC specials category. They are eligible in Special Class Programming (Area 73).

Voting in VMC special and series categories is a non-preferential, ratings-score voting in the final, winner-choosing round.

Category 71 OUTSTANDING VARIETY, MUSIC OR COMEDY SERIES

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits, and the principle host/performer.

Entries are limited to a maximum of seven entrants.

Category 72 OUTSTANDING VARIETY, MUSIC OR COMEDY SPECIAL

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits, and the principle host/performer.

Entries are limited to a maximum of five entrants.

Area 73 OUTSTANDING SPECIAL CLASS PROGRAMS

Special Class is an area award for programming that does not fit into any other program category/area. It does not include any program entry that has multiple eligibility, e.g., a program that has both, variety, music or comedy and nonfiction elements may choose one or the other, but not Special Class.

PLEASE NOTE: An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least **nine-tenths** approval of the judges receives an Emmy. If none of the nominations receives **nine-tenths** approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has 50% approval, no award in each sub-area.

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits for the following sub-categories:

Entries are limited to a maximum of five entrants.

73a. Special Class Program

For awards programs, not-exclusively-made-for-television VMC event programs and classical music/dance programs.

NOMINATING PHASES:

Nominations 1-3: In each sub-area with a minimum of five entries, the a) top vote-getter with b) a minimum of 25% total voter approval will be nominated. (A sub-area that did not have a minimum of five entries or a minimum 25% voter approval will be eligible in the "Nominations 4-5" phase.)

Nominations 4-5: The overall two top vote-getters in any of the three sub-areas will be nominated.

73b. Special Class - Short-format Live-Action Entertainment Programs

Please note: The expected running time for short-format programming is less than 22 minutes for a comedy series, less than 44 minutes for a drama series, and less than 22 minutes for Variety, Music or Comedy program.

73c. Special Class - Short-format Nonfiction Programs

Emmy(s) to producers whose screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer, Produced by, Senior Producer, Series Producer

Please note: The expected running time for short-format nonfiction programming is less than 22 minutes.

Function: To qualify for Emmy eligibility in this category, the entrant must have creative jurisdiction over the entire program. If the series is an anthology of programs from various producers, the entrant *must* have creative jurisdiction specific to the sample program submitted.

Category 74 OUTSTANDING CHILDREN'S PROGRAM

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of five entrants.

SERIES PRODUCERS: An eligible producer must have worked and have an eligible screen credit for at least 50% of the eligible series episodes.

For an entertainment series or special program designed primarily for children (ages 2-16) in any format (live action, animation, puppetry). The program's target audience is children; however, this does not preclude family viewing. A minimum of three episodes must air within the current eligibility year in order to qualify as a series.

NEW RULE FOR 2011: to qualify as a Children's Series, six episodes must air during the eligibility year June 1, 2010 – May 31, 2011.

Log line: Please provide a log line of 50 words or less of the program. Series producers – please provide a log line of 50 words or less that describes the series.

Area 75 OUTSTANDING CHILDREN'S NONFICTION PROGRAM

Emmy(s) to producer(s) whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced by, and whose functions support those credits.

Entries are limited to a maximum of five entrants.

SERIES PRODUCERS: An eligible producer must have worked and have an eligible screen credit for at least 50% of the eligible series episodes.

For nonfiction series or special programs designed primarily for children (ages 2-16). The program's target audience is children; however, this does not preclude family viewing. A minimum of three episodes must air within the current eligibility year in order to qualify as a series.

Children's Nonfiction programs include documentaries, information programs, investigative programs, biographies and retrospectives.

Log line: Please provide a log line of 50 words or less of the program. Series producers – please provide a log line of 50 words or less that describes the series.

NONFICTION PROGRAM AWARDS

NONFICTION PRODUCER ELIGIBILITY: Emmy eligibility will be determined by BOTH title and job function. *Both criteria must be met for the entrant to be Emmy eligible.*

Title: To qualify for Emmy eligibility in this category, the entrant must have one of the following specific on-screen credit: Produced By, Producer, Executive Producer, Supervising Producer, Co-Executive Producer, Senior Producer or Series Producer.

Function: To qualify for Emmy eligibility in this category, the entrant must have creative jurisdiction over the entire program. If the series is an anthology of programs from various producers, the entrant *must* have creative jurisdiction specific to the sample program submitted.

The following job functions ARE NOT deemed eligible:

- Producing only a specific part of the program – such as following an individual or team in the larger story; producing special elements such as challenges; producing video packages that are rolled into the program; producing segment(s) or piece(s) of the overall story without having a significant role in shaping the entire program.
- Creating the program concept with no direct involvement in producing the program
- Anyone researching or developing a program, but who does not actually produce it
- Facilitating access to a story; securing the rights; providing resources or expertise
- Coordinating production logistics or elements of the program
- Handling budgetary and financial aspects of the program
- Anyone functioning as a director, writer, editor, cinematographer or in any other craft related role, in which the individual's responsibilities are limited to that craft and not of serving as a producer on the overall program
- Story producers; post production producers
- Executives and producers who are not involved with creatively shaping the overall program, including those who are funding the program but who are not creatively involved in making the program

NEW FOR 2010: DVDs ARE REQUIRED AT THE TIME OF ENTRY FOR ALL NONFICTION PROGRAM AREAS AND CATEGORIES.

DVD REQUIREMENTS AND INSTRUCTIONS:

Two DVDs **NOT COPY PROTECTED** are required of the complete program/episode AT THE TIME OF ENTRY.

EDITING INSTRUCTIONS: Please do not include bars and tones, and replace all commercials and other interstitials with **2-10 seconds of black**. ("For Your Consideration" chyrons are okay.) The

DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review the DVDs before you submit them.

SLATES: Slates optional

CREDITS: Include the main title and end credits.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

LABELS: Label each DVD with:

- program title
- episode title (for series entrants)
- Area or Category number
- original airdate(s) for the special or episode submitted
- length of submitted DVD
- picture format

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

Area 76 OUTSTANDING NONFICTION SPECIAL

Emmy(s) to producers whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer, Produced by, Senior Producer, Series Producer, and whose functions support those credits, and, if approved by the nonfiction peer group executive committee, the host/narrator.

Entries are limited to a maximum of seven entrants.

Nonfiction specials include documentaries, information programs, investigative programs, biographies and retrospectives.

The following devices may be considered acceptable in the nonfiction category, with the caveat, that programs using such devices are subject to review at the discretion of the Peer Group Executive Committee:

*Recreations, including the use of performers or animation, if such recreations are fact-based and used for illustration purposes.

*A set-up environment or event within a nonfiction program if the purpose of environment or event is to disseminate factual information without reality elements as defined under Reality Program.

Nonfiction Specials area excludes all Reality and Reality-Competition programs.

Log line: Please provide a log line of 50 words or less.

TEAM EMMY option for Nonfiction Series, Reality Programs and Reality-Competition Programs:

If the program relies on a team of producers who do not meet the producing criteria of individual achievement specified above, the producers may opt to enter as a team. In such instances, there will be no recognition of individuals but, rather, of the team's achievement. An Emmy statue will be given to the production company to be picked up on stage by a designated representative. Producers with an Emmy eligible title will have the opportunity to purchase a plaque to honor their contribution.

Area 77 OUTSTANDING NONFICTION SERIES

Emmy(s) to producers whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer, Produced by, Senior Producer, Series Producer on at least 50% of the eligible series episodes, and, if approved by the nonfiction peer group executive committee, the host/narrator.

Entries are limited to a maximum of seven entrants.

Nonfiction Series include documentaries, information programs, investigative programs, biographies and retrospectives. A minimum of three episodes must air within the current eligibility year in order to qualify as a series.

The following devices may be considered acceptable in the nonfiction category, with the caveat, that programs using such devices are subject to review at the discretion of the Peer Group Executive Committee:

*Recreations, including the use of performers or animation, if such recreations are fact-based and used for illustration purposes.

*A set-up environment or event within a nonfiction program if the purpose of environment or event is to disseminate factual information without reality elements as defined under Reality Program.

Nonfiction Series area excludes all Reality and Reality-Competition programs.

A series with a continuing cast of characters, excluding experts or hosts, is considered a docu-soap and must enter the Reality Category. If the series is the result of an ongoing documentary process, and not the product of reality elements, the program may submit a waiver to be reviewed by the PGEC. Reality elements are defined under the Reality Program definition.

Log line: Producers must provide a log line of 50 words or less that describes the series.

Category 78 OUTSTANDING REALITY PROGRAM

Emmy(s) to producers whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer, Produced by, Senior Producer, Series Producer, and whose functions support those credits on at least 50% of the eligible series episodes.

Entries are limited to a maximum of 10 entrants.

Please note: The host is no longer eligible in this category. Please see category 66 for host eligibility.

For a series (minimum of three episodes) or a special

NEW RULE FOR 2011: To qualify as a reality series, six episodes must air during the eligibility year June 1, 2010 – May 31, 2011.

Reality Programs include programs in which the premise, circumstances or situations are manipulated for the purpose of creating the program, unscripted reality programs, and docu-soaps. The area excludes all game shows or any program that gives a prize or is itself a contest and/or competition.

The reality genre may include, but is not limited to, the following elements: programs that use a cast or that use a casting process to choose participants who play a role (as opposed to the selection of experts or subjects who are naturally part of the story, or who convey factual content); story arcs that are introduced, imposed and/or orchestrated by the program; melodramatic elements, including heightened interpersonal dynamics and character turmoil resulting from environments or events set-up by the program; and participant remuneration, including fees, services or merchandise (excluding professional stipends, honoraria and host fees).

Log line: Producers must provide a log-line of 50 words or less. For series, please provide a log line that describes the complete series.

Category 79 OUTSTANDING REALITY-COMPETITION PROGRAM

Emmy(s) to producers whose specific screen credit is Executive Producer, Co-Executive Producer, Supervising Producer, Producer, Produced by, Senior Producer, Series Producer, and whose functions support those credits on at least 50% of the eligible series episodes.

Entries are limited to a maximum of 16 entrants.

Please note: The host is no longer eligible in this category. Please see category 66 for host eligibility.

For a series (minimum of three episodes) or a special

NEW RULE FOR 2011: To qualify as a reality-competition series, six episodes must air during the eligibility year June 1, 2010 – May 31, 2011.

Reality-Competition Programs include all game shows or any program that gives a prize or is itself a contest and/or competition.

Log line: Producers must provide a log-line of 50 words or less. For series, please provide a log line that describes the complete series.

Juried 80 EXCEPTIONAL MERIT IN NONFICTION FILMMAKING

This award is not meant to duplicate the recognition given nonfiction programming in the regular categories and areas of the competition; rather, its purpose is to both honor and encourage exceptional achievement in one or more of the traditional components of the filmmakers' art:

1. Profound social impact

2. Significant innovation of form
3. Remarkable mastery of filmmaking technique

Judging criteria will include: filmmaker's expressed vision, compelling power of storytelling, artistry or innovation of craft, and the capacity to inform, transport, impact, enlighten, and create a moving and indelible work that elevates the art of nonfiction filmmaking.

Entry procedures: All applicants for candidacy in this juried award will be required to submit a written statement that expresses the program's qualifications as a Nonfiction Film with Exceptional Merit.

DVD REQUIREMENTS: TEN DVDs (not copy protected) of the program being submitted are required at the time of entry.

EDITING INSTRUCTIONS: Please do not include bars and tones, and replace all commercials and other interstitials with 2-10 seconds of black. ("For Your Consideration" chyrons are okay.) The DVDs will be dubbed and sent to the judges as-is, so to ensure audio and visual quality, please carefully review the DVDs before you submit them.

SLATES: Slates optional.

CREDITS: Include the main title and end credits.

PICTURE FORMAT: Picture must be submitted as 4x3, Letterbox or 16x9, if your show originally aired in that format. Picture formats must be properly labeled on the DVDs.

LABELS: Label each DVD with:

- program title
- episode title (if applicable)
- Juried 80
- original airdates
- length of submitted DVD
- picture format

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14, 2010.

Both feature-length programs and shorts may be eligible, dependent upon acceptance as a candidate. Acceptance as a candidate by the jury makes the program ineligible to compete in any other nonfiction special or series program area. (Programs not accepted for candidacy will be notified prior to the distribution of ballots in early June and may opt to enter in a regular nonfiction category or area.) A series episode accepted as a candidate may not compete as part of its originating series and will not be designated as a series episode. If one filmmaker produces the complete series, then the complete series should be entered. Programs must have aired during the eligibility year (June 1, 2009 – May 31, 2010).

The jury will review the submissions and select up to five nominations. There may be one or no winner.

Emmys to a maximum of four producers.

Eligibility will be established at the time a program is accepted as a candidate.

SOUND EDITING AWARDS

Nominations are determined by 1) the votes of the full sound editing branch (top ten vote-getters) and 2) screening panels made up of the sound editing branch's peer group executive committee (whose votes pare the top ten to the top five vote-getters, i.e., the five nominees).

NEW RULE: An individual or the identical team may enter multiple achievements in a sound editing category if the achievements are for different programs.

DVD REQUIREMENTS:

One DVD (NOT COPY PROTECTED) is required at the time of entry for the following categories:

Category 81

One DVD of the series episode being submitted

Category 82

One DVD consisting of two unedited 20-minute sections or one unedited 40-minute section of the movie or any part/parts of the miniseries. If preferred, DVD can be the whole program with visible timecode accompanied by instructions that give the start and stop times.

LABELS: Label each DVD with:

- program title
- episode title (if applicable)
- category number
- original airdate
- length of submitted DVD
- picture format

NOMINATION TAPE REQUIREMENTS:

A digital Betacam master of the achievement will be requested at the point of nomination (July 8). The tape specs will be sent to all entrants in late June. Only nominees will need to submit a digital Betacam.

The maximum number of sound editors per entry for a series will be six and for longform twelve, with the possibility that the numbers can rise to eight and fourteen respectively if justified by the supervising sound editor.

Eligibility for sound editing series entrants is limited to:

Sound Supervisor (maximum of 1)

Sound Editors (includes ADR, dialogue and sound effects editors, maximum of 6)

Music Editor (maximum of 1)

Foley Artist (maximum of 2)

Eligibility for sound editing miniseries or movie entrants is limited to:

Sound Supervisor (maximum of 1)

Sound Editors (includes ADR, dialogue and sound effects editors, maximum of 12)

Music Editor (maximum of 1)

Foley Artist (maximum of 2)

Eligibility for regular series or miniseries entries is limited to one episode or part per series per sound house or studio.

NOTE: Any member of a sound editing staff may submit an entry, but must submit the complete sound team. Entries received with incomplete teams will be returned to the entrant.

Category 81 OUTSTANDING SOUND EDITING FOR A SERIES

For a single episode of a regular series

Category 82 OUTSTANDING SOUND EDITING FOR A MINISERIES, MOVIE OR A SPECIAL

For a single part of a miniseries, a movie, or a special

Category 83 OUTSTANDING SOUND EDITING FOR NONFICTION PROGRAMMING
(Single or multi-camera)

For a single episode of a regular series or a special

Please note: If a sound editor is additionally credited on a nonfiction program as the sound mixer, he/she can enter either as a sound mixer or editor, but not both.

At the point of entry, each entrant in category 83 must submit in writing the following information:

- 1. Job title**
- 2. Detailed job description**
- 3. Details of significant sound editing contribution to the episode/special submitted**
- 4. Contact information (phone numbers, e-mail) for the entrant and any other individuals who will be able to supply additional information, if needed.**

SOUND MIXING AWARDS

Emmy(s) to a maximum of four mixers. Production and Post-production mixers are all eligible. Entrants may appear on multiple entries if the team members change from entry to entry.

NEW RULE: An individual or the identical team may enter multiple achievements in a sound mixing category if the achievements are for different programs.

NOTE: Entries may only be submitted by a production or re-recording mixer of the eligible team. The mixer who submits the entry must list the names of all other eligible team members.

Entrants may submit a petition for special consideration for the following:

1. If more than four Production or Re-recording mixers make a significant contribution to the submission
2. If a mixer other than a Production or Re-recording mixer makes a significant contribution as one of the four member team. (Other eligible mixers might include Scoring Mixers, ADR Mixers, Foley Mixers, Front of House Mixers, etc.)

Entrants in categories 84, 85, 86, 87 and 88 that require special consideration and review by the Sound Peer Group Executive Committee must, at the time of submission, submit a concise written petition (100 words or less per entrant) detailing the following information for each additional entrant:

1. Job title
2. Detailed job description
3. Confirmation that entrant contributed to the specific episode submitted
4. Details of significant sound mixing contribution to the episode submitted
5. Contact information (phone numbers, e-mail) for the entrant and any other individuals who will be able to supply additional information, if needed

Entrants requesting special consideration WILL NOT be considered if the required petition is not submitted at the time of entry.

A review panel of the Sound Peer Group Executive Committee shall review all entries and petitions to determine eligibility.

NOMINATION TAPE REQUIREMENTS:

A digital Betacam master of the achievement will be requested at the point of nomination (July 8). The master will be dubbed to DVD and sent to the judges for the final round of voting.

Category 84 OUTSTANDING SOUND MIXING FOR A COMEDY OR DRAMA SERIES (ONE HOUR)

For a single episode of a regular series

Category 85 OUTSTANDING SOUND MIXING FOR A MINISERIES OR A MOVIE

For a single part of a miniseries or for a movie

PLEASE NOTE: An awards area is non-competitive. Each nomination is considered on its own terms without regard to the other nominations in the area. Any nomination with at least **nine-tenths** approval of the judges receives an Emmy. If none of the nominations receives **nine-tenths** approval, the nomination with the highest approval (with a minimum of 50% approval) receives an Emmy. There is the possibility of one, more than one or, if none has majority approval, no award in each sub-area.

Area 86 OUTSTANDING SOUND MIXING FOR A COMEDY OR DRAMA SERIES (HALF-HOUR) AND ANIMATION

For a single episode of a regular series

Area 87 OUTSTANDING SOUND MIXING FOR A VARIETY OR MUSIC SERIES OR SPECIAL

For a single episode of a live or recorded regular series or special, including animated specials

Category 88 OUTSTANDING SOUND MIXING FOR NONFICTION PROGRAMMING (Single or multi-camera)

For a single episode of a regular series or a special

Please note: If a sound mixer is additionally credited on a nonfiction program as the sound editor, he/she can enter either as a sound mixer or editor, but not both.

SPECIAL VISUAL EFFECTS AWARDS

It is a general principle of this competition that a single achievement is limited to a single bid for an Emmy, i.e., every entrant is eligible to place his/her achievement in only one appropriate category.

NEW RULE: An individual or the identical team may enter multiple achievements in a special visual effects category if the achievements are for different programs.

Any issues regarding eligibility will be considered and conclusively decided by a meeting of the Special Visual Effects Peer Group Executive Committee, who will determine the final eligibility of each entrant. An appeal process may be initiated.

Emmys are awarded to the principal contributor(s) directly involved with and primarily responsible for the visual effects achievement. Citations may be requested by Emmy winners to be awarded as a recognition and appreciation of those who materially contributed to the Emmy winning achievement.

Each entrant must submit a concise, written description of their creative contribution (100 words or less), in which they are able to validate a substantial, creative, hands-on contribution to the final project. This description should explain how the entrant was indispensable toward the final look of the entry.

No more than nine eligible individuals per entry. No individual may be submitted for Emmy consideration more than two times for any given series.

The following list of Special Visual Effects job titles may serve as a guide for eligible individuals, but only when all of the above criteria have been met:

- Lead Visual Effects Supervisor
- Lead Visual Effects Producer
- Special Effects Supervisor
- Special Effects Coordinator
- Lead Visual Effects Animator
- Lead Visual Effects Compositor
- Lead Matte Artist
- Lead Model Maker (including traditional model and miniature construction)
- Visual Effects Cameraman
- CGI Supervisor
- Lead CGI Artist or Animator

All entries for the Special Visual Effects categories must include the following: one NTSC DVD and one HDCam tape edited to showcase the visual effects briefly within their dramatic context for jury consideration.

HDCam Specifications:

Bars and Tone

Audio is to be delivered in the AES paired format (L R, C Sub, Ls Rs) and at -20 reference level, clearly labeled on the HD Cam

1920 x 1080 program material, for broadcast on Sony HDCAM format videotape.

Aspect Ratio must be as aired 16 x 9 or 4 x 3 (pillar box).

24 frames per second

Luminance level should not exceed 100 IRE units.

Chrominance level should not exceed 100 IRE units in bars and 120 IRE units in program.

Set up level should not exceed 7.5 IRE units (analog) and zero IRE units (digital).

NTSC DVD Specifications:

Menu with play button that begins submission (should not autoplay).

For a program whose broadcast running time is 30 minutes or less excluding commercials and station breaks, the entry shall be no more than 5 minutes in length. For a program whose broadcast running time is greater than 30 minutes excluding commercials and station breaks, the entry shall be no more than 7 minutes in length, except that in the case of a miniseries, movie or a special whose broadcast running time is more than 60 minutes excluding commercials and station breaks, the entry shall be no more than 10 minutes in length. You may include a title card at the head of each entry, but there should be no reference to the individuals, facilities or production companies associated with the work. Do not superimpose logos on the work to be judged.

Two-hour pilots or episodes are to be submitted as a single episode. A two-parter, each part with its own main title and end credits, cannot be entered as a single, extended-length episode; rather, each part is considered a stand-alone episode. Miniseries submissions are for a single night.

Each entry must be as aired in the original broadcast with sync audio and surrounding shots for dramatic context (no clip reels with individual effects shots out of editorial context or soundtrack embellishments allowed), except that the submission may include up to two minutes of "before & after" material, demonstrating visually how the work was achieved. This "before & after" section must appear at the very end of the submission separated by 2 seconds of black, and must be included within the total submission lengths outlined earlier (5, 7, or 10 minutes depending on program length). It may not include on-camera interviews or "talking heads", but may be accompanied by music or voice-over narration. The "before & after" section may only demonstrate shots which were shown in the submission.

No slates, title cards, or superimposed text shall be included within the body of the submission that weren't as originally aired, but may be included in the "before & after" section only to better illustrate the creative process. Submissions incorporating effects from more than one episode are not allowed.

Do not combine multiple entries into a single DVD or HDCam. Each entry must be presented on a separate DVD, and HDCam.

Title sequences are ineligible for consideration for Outstanding Special Visual Effects, but may be submitted for consideration in Category 40 (Outstanding Main Title Design).

Entries not meeting the above criteria will be disqualified.

Each entry should include a brief written description of the program's visual effects that corresponds to the DVD, and HDCam. This document may contain visual representations of how the effects were accomplished, and it may include storyboards, diagrams and still photographs that pertain specifically to the shots being described.

Entrants are encouraged to be selective in the shots that they choose to submit. Judges will be influenced by visual effects that demonstrate a very high degree of originality and expertise in concept, design and execution, not by the number of times the same type of effect is repeated throughout a show.

Category 89 OUTSTANDING SPECIAL VISUAL EFFECTS FOR A SERIES

For a single episode of a series

Nominations and winner(s) are determined by screening panel(s).

Category 90 OUTSTANDING SPECIAL VISUAL EFFECTS FOR A MINISERIES, MOVIE OR A SPECIAL

For a single part of a miniseries, a movie, or for a special

Nominations and winner(s) are determined by screening panel(s).

STUNT COORDINATION

Category 91 OUTSTANDING STUNT COORDINATION

Emmy(s) to stunt coordinator(s)

NEW RULE: A stunt coordinator may enter multiple achievements if the achievements are for different programs.

For overall stunt coordination in a single episode of a comedy or drama series, miniseries, movie or a dramatic special - excludes nonfiction programming.

PLEASE NOTE: Entrants are limited to one entry. Submissions must be under 10 minutes. If longer than 10 minutes the submission will be returned for editing at the discretion of the Television Academy. Individuals and production companies can submit on behalf of a stunt coordinator. Credited stunt coordinator has final say on submission and edit. All submissions must be edited from original broadcast material. Please no excess or unrelated non-stunt material. For questions or clarification please contact your stunt peer group governors.

DVD REQUIREMENTS: Entries must be accompanied by two DVDs (not copy protected). The DVDs must be an edited version of the stunt or stunt sequence(s) that "add to the overall telling of the story."

DEADLINE: The DVD masters are due by the entry deadline (April 30). If the DVDs are not ready or available by the entry deadline, the final deadline for receipt of the DVDs will be May 14,

2010. If the DVDs will not be available by May 14, please contact the awards department. Any entry submitted without DVDs will be disqualified.

DO NOT SLATE THE DVDs. Please label the DVDs with the title of the program, episode title (if entering for a series) and the name of the stunt coordinator.

<p style="text-align: center;">TECHNICAL DIRECTION, CAMERAWORK, VIDEO CONTROL AWARDS</p>

Emmy(s) to technical director, electronic camera operators, senior video control
Eligible entries must be multiple electronic camera achievements utilizing any electronic camera format. Entries must include electronic camera operators, but may not necessarily include a technical director and/or senior video control, if these functions were not represented in the production of the entry.

Any member of the technical team may submit an entry, but the entrant must submit the complete team. Entries received with incomplete teams will be returned to the entrant for completion.

Any multiple electronic camera program entering the competition that has a director of photography, cinematographer, lighting director, or lighting designer in the credits, and meeting the previously stated requirements, is eligible.

PLEASE ALSO NOTE THE RULES FOR CINEMATOGRAPHY AWARDS

Please Note: Peer Group Executive Committees may recommend cap waivers to the Primetime Awards Committee in cases where substantial contribution calls for their consideration.

Category 92 OUTSTANDING TECHNICAL DIRECTION, CAMERAWORK, VIDEO CONTROL FOR A SERIES

For a single episode of a regular series

Entries are limited to a maximum of 11 entrants.

<p><u>NEW RULE:</u> Entries in this category will be recognized in two genres: Half-hour shows and one-hour (or more) shows. The number of nominees will be proportional to the number of submissions in each genre, with at least one nomination for each.</p>
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Category 93 OUTSTANDING TECHNICAL DIRECTION, CAMERAWORK, VIDEO CONTROL FOR A MINISERIES, MOVIE OR A SPECIAL

For a single part of a miniseries, a movie (shot non-film style), or a special

Entries are limited to a maximum of 20 entrants.

WRITING AWARDS

NEW RULE: An individual or the same team may enter multiple achievements in a writing category if the achievements are for different programs. WGA percentage rules still apply (see below), however, those submitting for a comedy or drama series category may choose to put their credit percentages toward one entry **per series** per category.

WGA entry rules pertaining to team size restrictions are applicable in comedy and drama series. Entrants must have, either by themselves or in conjunction with other story or teleplay writers, at least 50% credit-share of the entered program.

Some possible combinations:

sole writing credit = 100% for sole writer;

2-person shared writing credit = $100\%/2 = 50\%$ for each writer;

teleplay credit for 1 writer and story credit for 1 writer = 60% for teleplay writer and 40% for story writer;

2-person shared writing credit for a teleplay and 2-person shared story credit = $60\%/2 = 30\%$ for each teleplay writer and $40\%/2 = 20\%$ for each story writer.

Entrants can put their credit percentages toward only one entry per category.

SCRIPTS REQUIRED AT THE POINT OF NOMINATION (JULY 8): For writing categories 94 (comedy series), 95 (drama series) and 96 (miniseries/movies) a CD of the writer's choice of the best version (not necessarily the final version) of the script (PDF) will be needed by July 15, if the achievement is announced as a nominee on July 8. The CD will be dubbed and sent to the judges with the nominated DVD(s) of the program. DVDs will be requested only at the point of nomination.

Emmy(s) to writer(s) of teleplay and story

Category 94 OUTSTANDING WRITING FOR A COMEDY SERIES

For a single episode of a regular comedy series

Category 95 OUTSTANDING WRITING FOR A DRAMA SERIES

For a single episode of a regular drama series

Category 96 OUTSTANDING WRITING FOR A MINISERIES, MOVIE OR A DRAMATIC SPECIAL

Eligibility clarification:

For a complete miniseries (if credited with writing all parts), or for a single part of a miniseries (if credited with writing one or more but not all parts), or for a movie, whether the writing is an original teleplay or an adaptation or a dramatic special

For one writer or team credited with all miniseries parts: eligibility is for complete miniseries.

For one writer (or team) credited with one miniseries part: eligibility is for the one miniseries part.

For one writer (or team) credited with more than one but not all miniseries parts: eligibility is for one miniseries part (entrant(s) must choose).

For the writer (or team) of a made for television movie.

For the writer (or team) of a dramatic special.

Category 97 OUTSTANDING WRITING FOR A VARIETY, MUSIC OR COMEDY SERIES

For a single episode of a regular VMC series

NOTE: Entry is limited to a single entry per VMC series, with the episode chosen by the head writer in consultation with the eligible team writers (those who were credited on 40% or more of the eligible episodes, and/or those who were credited on the episode chosen for the Emmy judging panel).

Category 98 OUTSTANDING WRITING FOR A VARIETY, MUSIC OR COMEDY SPECIAL

For a VMC special

NONFICTION WRITING AWARD

Category 99 OUTSTANDING WRITING FOR NONFICTION PROGRAMMING

For a single episode of a nonfiction series or for a special. Emmy(s) to writer(s) whose on-screen credit is writer or written by. (Eligibility is limited to the narrative writer. Story outlines are not eligible). A paper copy of the script must be submitted by the entry deadline (April 30).

(DVDs will be requested only at the point of nomination. No DVDs need to be submitted upon entry.)

Eligibility for this individual achievement category is limited to programming eligible in the following:

Area 76 Outstanding Nonfiction Special

Area 77 Outstanding Nonfiction Series

Category 78 Outstanding Reality Program

Category 79 Outstanding Reality-Competition Program

ADDITIONAL JURIED AWARDS

THE GOVERNORS AWARD

Entries are made by the Board of Governors, the Governors Awards nominating committee or individuals who may suggest recipients in a letter to the Academy Chairperson. Letters must be received by May 28.

Given for contributions to the television industry, the award includes individuals in eligibility, but especially emphasizes the achievement(s) of a company or organization whose work stands out with the immediacy of current achievement (rather than a lifetime of achievement). The Board of

Governors makes final determination. The Governors Award will be generally scheduled for presentation at the Creative Arts Awards Presentation.

SYD CASSYD FOUNDERS AWARD

The Syd Cassyd Founders award was established to honor not only Mr. Cassyd as founder of the original Academy of Television Arts & Sciences, but also the award is intended to honor those Television Academy members who have made a significant positive impact on the Television Academy through their efforts and service over many years of involvement.

Members of the Executive Committee nominate and choose the recipient, with a final approval from the Board. The Executive Committee's decision must be unanimous. If no candidate gets unanimous approval, there is no award that year. The Television Academy Chairperson of the board is not eligible for the award while in office.

BOB HOPE HUMANITARIAN AWARD

The Bob Hope Humanitarian award was established to honor a member of the telecommunications industry whose philanthropic efforts exemplify Bob Hope's own decades-long altruism and positive impact on society. The award is given by the Television Academy and the Bob and Dolores Hope Charitable Foundation.

OUTSTANDING ACHIEVEMENT IN ENGINEERING DEVELOPMENT

A jury of television engineers considers all engineering developments which have proven their efficacy during the awards year and determines which, if any, merit an Emmy statuette or an Emmy plaque. The entry deadline is April 30, 2010, and entry forms are available at <http://www.emmys.tv/downloads>

Engineering awards may include: Charles F. Jenkins Lifetime Technical Achievement Award; Philo T. Farnsworth Corporate Achievement Award; Emmy statuette, Emmy plaque or certificate.

APPENDIX I

PROGRAM AWARD PRODUCER ELIGIBILITY GUIDELINES

(Excludes Nonfiction Programming)

A priority of the Academy is preserving the value of the Emmy Award and insuring that those who are most deserving and actively involved are the ones honored with nomination.

Toward that end, the Academy has implemented a process by which eligibility is established, and determines and verifies the factors of credit and function. The Television Academy's goal is to be as

inclusive as possible, while maintaining the diligence that is necessary to preserve the integrity of the Emmy Award.

ELIGIBILITY

Producer eligibility is determined by a combination of credit and function. To be eligible for nomination, each producer must submit a completed application. The process verifies that all nominees meet the following criteria:

1. **Credit** – The individual must receive an on-screen credit of: Executive Producer, Co-Executive Producer, Supervising Producer, Producer or Produced By and, in the case of a series, receive that credit on at least 50% of the episodes aired in the current eligibility year.

2. **Function** – To be eligible, a producer must have substantial or final control over creative and financial aspects of the production such as: creating, selling, casting, staffing, pre-production, production and post production. On a series, the individual must perform these producing functions on at least 50% of the episodes aired in the current eligibility year.

The following individuals are not eligible regardless of screen credit:

- Corporate Executives (i.e. studio executives, network executives, etc.)
- Professional Representatives (unless they qualify under Function #2 above)
- Concert promoters
- Producers from a medium other than television who have packaged and handed off key components of their production.

In Comedy and Drama series, full time Executive Producers who have final creative authority over the writing process on at least 50% of the eligible episodes and Writer-Producers who perform verifiable producing services, as stated above, on multiple episodes, may be eligible. A producer, who also has received a “Created By” credit, but no longer works full time on the series, will be eligible as long as that producer meets the eligibility criteria on at least 50% of the eligible episodes in the first season of the series.

If, at the end of the vetting process, eligibility is a “close call,” the committee will err on the side of inclusion.

3. **Producing Team Size Caps** – The maximum size of the eligible show producing team is based on the average team size of eligible producers in the category over a prior five-year period. Vetted producers are then sequenced by function. Any exception to these limits would be based on the determination that all the members of the proposed team meet the highest level of the function criteria.

APPEALS PROCESS

Any producer who does not qualify can appeal. It will be the responsibility of the producer to provide verifiable documentation demonstrating that they meet the eligibility criteria.

APPENDIX II

A summary of which branches and peer groups receive which ballot(s)

Note: All national active peer groups receive the PROGRAM BALLOT, which will include the nonfiction program categories

BRANCH	BALLOT(S) RECEIVED
Animation	Animation
<i>Please Note: Only Animation Branch members will receive the first-round Animation Ballot</i>	
Art Directors/Set Decorators	Art Direction
Casting Directors	Casting Host of Reality, Reality-Competition
Children's Programming	Program only
Choreographers	Directing Nonfiction Directing
<i>(No ballots for choreography entries. Choreography nominations are determined by screening panels.)</i>	
Cinematographers	Cinematography
Commercials	Commercials
Costume Design and Supervision	Costume
Daytime Programming	Host of Reality, Reality-Competition
<u>Directors</u>	Directing Nonfiction Directing
- Associate Directors	Program only
- First Assistant Directors	Program only
- Script Supervisors	Program only
- Stage Managers	Program only
- Unit Production Managers	Program only
<u>Electronic Production</u>	
- Electronic Camera	TD/Cam/Video Lighting
- Videotape Editors	Picture Editing Nonfiction Picture Editing
- Lighting Directors	TD/Cam/Video Lighting
- Engineering	Program only
- Technical Directors	TD/Cam/Video Lighting
- Video Control	TD/Cam/Video

- Technical Operators	Lighting Program only
Interactive Media	Interactive
Nonfiction Programming	Nonfiction individual achievement ballots Host of Reality, Reality-Competition
Makeup Artists/Hairstylists	Makeup/Hairstyling
Music <i>(No ballots for music entries. Music nominations are determined by screening panels.)</i>	Program only
Performers	Performers
Picture Editors	Picture Editing Nonfiction Picture Editing
Producers	Host of Reality, Reality-Competition
Production Executives	Host of Reality, Reality-Competition
Professional Representatives	Host of Reality, Reality-Competition
Public Relations	Program only
Sound Editors	Sound Editing Nonfiction Sound Editing
Sound Mixing	Sound Mixing Nonfiction Sound Mixing
Special Visual Effects <i>(No ballots for SVE entries. SVE nominations are determined by screening panels.)</i>	Program only
Stunts	Stunt Coordination
Television Executives	Host of Reality, Reality-Competition
Title Design	Main Title Design
Writers	Writing