



2017 LONE STAR CALL FOR ENTRIES CATEGORIES

SPECIAL ACHIEVEMENT AWARDS

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

1. OVERALL EXCELLENCE

Awarded to the **President/General Manager only** for excellence in the overall operations of a television station, news/sports cable system or online media outlet, during the eligibility period. Entry should reflect the organization's overall local product including any news & sports coverage, other locally produced programs, promotional announcements, on-air examples of events hosted by the organization and involvement in the community, and any further evidence of excellence. Entry should emphasize the quality, breadth and efficacy of the organization's operations, stressing substance rather than style, and exhibit performance in sustaining excellence throughout the eligibility year. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Entry should include a one-page, written synopsis of the organization's operation, product, accomplishments and achievements.

Entry length shall not exceed 60 minutes.

2. NEWS EXCELLENCE

Awarded to the **News Director only** for excellence in the overall news operation during the eligibility period. Entry should present as many different examples as possible, including, but not limited to: enterprise in general assignment reporting, breaking news coverage, specialty and beat reporting, series, documentaries, continuing coverage of community issues, editorials/commentaries, etc. Entry should emphasize the quality, breadth and efficacy of a news operation, stressing substance rather than style, and exhibit the news department's performance in sustaining excellence throughout the year. The composite entry must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Entry should include a one-page, written synopsis.

Entry length shall not exceed 60 minutes.

3. COMMUNITY SERVICE

Awarded to the **individual most responsible** for excellence in programming; whether news or non-news, involving the entire company in a continuing effort to focus interest on, and marshal support for, a worthy community cause. Entry should emphasize the depth, breadth, duration and efficacy of the effort, and must be comprised only of material as actually aired. No introductions, post production, montages, music or special effects may be added. Composite entries are allowed. Entry should include a one-page, written synopsis.

Entry length shall not exceed 60 minutes.

www.lonestaremmy.org • Questions: staff@lonestaremmy.org



SPECIAL ACHIEVEMENT AWARDS (MULTIPLE RECIPIENTS)

One award, more than one award, or no award is given to those person(s) directly responsible for the content and execution of the material presented in the entry.

NEW 4. JOURNALISTIC ENTERPRISE

For excellence in the continuing endeavor of high journalistic enterprise, which may include investigative pieces, breaking news, features, profiles, interviews, documentaries, etc. Composite entry may include a maximum of 5 different stories. The airdate and length of each story must be submitted with the entry.

Time Limit: 30 minutes. (Note: This category is exempt from "double-dipping" rules.)

NEWSPROGRAMMING

One award, more than one award, or no award (except where noted) may be given to the producer(s) and others directly responsible for the content and execution of the news program, segment or coverage. Anchors, reporters, photographers, editors, assignment editors, hosts, directors and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. Submitter's who created work as part of a media pool coverage can only enter their material once and must clearly identify their contributions on the entry. For any entry designated as a series, a minimum of two reports must be included.

5. NEWSCAST – EVENING

- A. LARGER MARKETS (1-25)
- B. MEDIUM MARKETS (26-60)
- C. SMALLER MARKETS (61+)

For excellence in a regularly scheduled evening newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

Time limit: 60 minutes.

6. NEWSCAST - MORNING/DAYTIME

- A. LARGER MARKETS (1-25)
- B. MEDIUM MARKETS (26-60)
- C. SMALLER MARKETS (61+)

For excellence in a regularly scheduled morning or daytime newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc. *Time limit: 60 minutes.*

NEW 7. NEWSCAST - WEEKEND

For excellence in a regularly scheduled weekend newscast. Post edits are not permitted except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

Time Limit: 60 minutes.

www.lonestaremmy.org • Questions: staff@lonestaremmy.org



NEWS GATHERING

8. GENERAL ASSIGNMENT REPORT

A. WITHIN 24 HOURS

For excellence in coverage of a single news story or topic which is assigned, shot, edited and aired within a 24-hour period. Entry may include live and/or taped elements and online content.

Time limit: 10 minutes.

B. NO TIME LIMIT

For excellence in coverage of a single or multi-part news story or topic which has no time limit for its preparation. Entry may include live and/or taped elements and online content. Stories and topics covered must be of a Hard News character and be an assigned report that would not be considered a Feature or Special Report (to be entered elsewhere).

Time limit: 10 minutes.

9. BREAKING NEWS

For excellence in coverage of a single unanticipated news event. Entry may include multiple live or taped elements and online content.

Time limit: 15 minutes.

Note: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

10. SPOT NEWS

For excellence in coverage of a single, unanticipated news event that is shot, edited, produced and aired within 24 hours. Entry may include multiple live and/or taped elements and online content. Elements of a related Breaking News entry may be included in a Spot News entry but not in their entirety.

Time limit: 15 continuous minutes of one news story.

Note: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News and Documentary Awards in the following category: Outstanding Regional News Story – Spot News.

NEW 11. CONTINUING COVERAGE

For excellence in coverage of a single news story over an extended number of reports. Entries will be judged in part on story advancement and should be entered as a composite. Time Limit: 30 minutes

A. WITHIN 24 HOURS

All reports included are from one news story and all aired within a 24-hour period.

B. NO TIME LIMIT

At least three segments should be entered to show the overall coverage of one news story over a longer period of time.

www.lonestaremyy.org • Questions: staff@lonestaremyy.org



12. INVESTIGATIVE REPORT

A. SINGLE STORY

B. SERIES

For excellence in reporting of a community problem requiring research and investigative journalism. Entry will be judged on the quality and extent of research, the presentation, and the impact of the reporting.

Written documentation is required (100-word limit.) Time limit: 30 minutes.

Note: Regional recipients in this category are eligible, at their discretion, to compete for a crystal pillar in the National News & Documentary Awards in the following category: Outstanding Regional News Story – Investigative Reporting.

13. FEATURE NEWS REPORT

A. LIGHT FEATURE / SERIES

B. SERIOUS FEATURE / SERIES

For excellence in reporting of a single or multi-part feature news story or topic.

Time limit 10 minutes. Series time limit: 15 minutes.

14. NEWS SPECIAL

For excellence in coverage of a one-time-only, significant, newsworthy event, occasion or topic. Subject should be an in-depth treatment of current topic.

Time limit: 60 minutes.



NEW NEWS SPECIALTY

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Anchors, reporters, directors, photographers, editors, assignment editors, hosts, writers, and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of 3 segments/lifts is permitted to bring longer programs to the required time limit. For non news program entries, the entries may only contain content from one episode of the series, not multiple installments. Submitter's who created work as part of a media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

15. ARTS / ENTERTAINMENT

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of general entertainment, variety, or visual and performing arts.

Time limit: 10 minutes.

Series time limit: 15 minutes.

16. BUSINESS / CONSUMER

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of business, finance, consumer affairs or economic topics.

Time limit: 10 minutes.

Series time limit: 15 minutes.

17. CRIME

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of crimes or other violations of the law.

Time limit: 10 minutes.

Series time limit: 15 minutes.

18. EDUCATION / SCHOOLS

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of schools, teaching or education.

Time limit: 10 minutes.

Series time limit: 15 minutes.



19. ENVIRONMENT

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of environmental impact issues, topics or subject matter.

Time limit: 10 minutes.

Series time limit: 15 minutes.

20. HEALTH / SCIENCE

A. NEWS SINGLE STORY / FEATURE

B. NEWS SERIES

For excellence in coverage of health, science, medical topics or subject matter.

Time Limit: 10 minutes.

Series Time Limit: 15 minutes.

21. HISTORIC / CULTURAL

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of subjects that emphasize historical, cultural and/or ethnic issues or topics.

Time limit: 10 minutes.

Series time limit: 15 minutes.

22. HUMAN INTEREST

A. NEWS SINGLE STORY

B. NEWS SERIES

C. NEWS FEATURE

For excellence in coverage of stories that appeal to the human spirit.

Time limit: 10 minutes.

Series time limit: 15 minutes.

23. MILITARY

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of military issues at home and/or abroad.

Time limit: 10 minutes.

Series time limit: 15 minutes.



24. POLITICS / GOVERNMENT

A. NEWS SINGLE STORY / FEATURE

B. NEWS SERIES

For excellence in coverage of political, civil, government issues or subject matter.

Time limit: 10 minutes. Series time limit: 15 minutes.

25. RELIGION

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of subject matter of a religious and/or spiritual nature.

Time limit: 10 minutes. Series time limit: 15 minutes.

26. SPECIALTY ASSIGNMENT REPORT

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of special interest information that consists of on-going segments involving specialized reporting expertise (i.e., consumerism, health, science, criticism, politics, environment, technology, commentary, etc.).

Time limit: 10 minutes. Series time limit: 15 minutes.

27. TEXAS HERITAGE

NEWS SINGLE STORY / SERIES / FEATURE

For excellence in coverage of stories regarding state or local heritage, history or natural attributes of Texas.

Time limit: 10 minutes. Series time limit: 15 minutes.

28. WEATHER

A. NEWS SINGLE STORY / SERIES / FEATURE

B. NEWS WEATHERCAST

For excellence in coverage of weather in general, weather related topics or subject matter within a news program.

Time limit: 10 minutes. Series time limit: 15 minutes.



SPORTS (NEWS OR NON-NEWS)

29. SPORTS

- A. NEWS SINGLE STORY / SERIES
- B. SPORTSCAST
- C. NEWS FEATURE

For excellence in coverage of sports in general, sports related topics or sports news program.

Time limit: 10 minutes. Series time limit: 15 minutes.

D. FEATURE / SEGMENT

For excellence in a feature or segment on a sports topic (non news).

Time limit: 10 minutes.

E. DAILY OR WEEKLY PROGRAM

F. PROGRAM SERIES

For excellence in a scheduled daily or weekly sports program, or sports series (non news). Entry may be live or recorded live. Entry must have, as its basis, special coverage not to be taken from a newscast. Entries may include multi-camera and pre-produced segments that cover the full spectrum of the event. Entry may have no post edits except for the removal of commercials. Entry will be judged on overall content, presentation, enterprise, writing, format, teases, etc.

Time Limit: 30 minutes.

G. INTERVIEW/DISCUSSION:

For excellence in a program or special consisting of sports interview/discussion content that is at least 75% unscripted.

Time limit: 30 minutes.

NEW

H. DOCUMENTARY

For excellence in a creative, in-depth treatment of a sports topic presented in a factual and informative manner.

Time Limit 60 minutes.

I. ONE-TIME SPECIAL

For excellence in a one-time sports related special program that is not part of a scheduled daily or weekly sports program, game or series. Entry may be live or taped. Entry should have no post edits except for the removal of commercials.

Time limit: 30 minutes.

30. SPORTS EVENT / GAME – LIVE / UNEDITED

PROGRAM / SERIES

For excellence in production of a single program or series, live or recorded live sports event or game. No post edits. A composite (from one episode or game) is required and may include examples of: Show Open, Graphics Package, Use of Replays, Inserted Pre-produced Segments, Use of Statistical or Other Prepared Material, Highlights, Standard Coverage (e.g. Routine Innings or Downs) and any additional material at entrant's discretion.

Time limit: 30 minutes.

www.lonestaremmy.org • Questions: staff@lonestaremmy.org



NEW PROGRAMMING (NON-NEWS)

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the program, segment or coverage. Hosts, moderators, reporters, directors, photographers, editors, writers and qualified others may be eligible if their contributions are significant to the entry's award-worthiness. A maximum of three segments/lifts is permitted to bring longer programs to the required time limit. For program entries, the entry may only contain content from one episode of the series, not multiple installments. Submitters who created work as part of media pool coverage can only enter their material once and must clearly identify their contributions on the entry.

31. ARTS / ENTERTAINMENT

A. PROGRAM FEATURE / SEGMENT

For excellence in a feature or segment from a program or special of general entertainment, variety, or visual and performing arts.

Time limit: 10 minutes.

B. PROGRAM / SPECIAL

For excellence in a program or special of general entertainment, variety, or visual and performing arts.

Time limit: 30 minutes.

32. CHILDREN / YOUTH / TEEN

PROGRAM / SPECIAL / FEATURE / SEGMENT

For excellence in a program, series or special that covers issues of specific interest to a target audience 19 years of age and under.

Time limit: 30 minutes.

NEW 33. HEALTH / SCIENCE

PROGRAM FEATURE / SEGMENT / SPECIAL

For excellence in coverage of health, science, medical topics or subject matter.

Special Time limit: 30 minutes.

NEW 34. HISTORIC / CULTURAL

Program Feature / Segment

For excellence in a feature or segment from a program or special that covers historical, cultural and/or ethnic issues or topics.

Time Limit: 10 minutes.



35. HUMAN INTEREST

PROGRAM FEATURE / SEGMENT

For excellence in a feature or segment from a program, series or special that covers subject matter that appeals to the human spirit.

Time Limit: 10 minutes.

NEW 36. MILITARY PROGRAM

For excellence in a program that covers military issues at home and/or abroad.

Time Limit: 30 minutes

NEW 37. POLITICS / GOVERNMENT A. PROGRAM / SPECIAL

For excellence in a program, series or special that covers political, civil, government issues or subject matter.

Time limit: 30 minutes.

B. PROGRAM FEATURE / SEGMENT

For excellence in a feature or segment from a program, series or special that covers political, civil, government issues or subject matter.

Time Limit: 10 minutes.

NEW 38. RELIGION PROGRAM FEATURE/SEGMENT/SPECIAL

For excellence in a feature, segment or special from a program or special that covers subject matter of a religious and/or spiritual nature.

Time Limit: 30 minutes.

39. SPECIALTY ASSIGNMENT REPORT PROGRAM / SPECIAL / FEATURE / SEGMENT

For excellence in a program, series or special that covers special interest information involving specialized reporting expertise.

Time limit: 30 minutes.



40. TEXAS HERITAGE

PROGRAM / SPECIAL / FEATURE / SEGMENT

For excellence in a program, series or special on state or local heritage, history or natural attributes of Texas.

Time limit: 30 minutes.

41. WEATHER

PROGRAM / SPECIAL / FEATURE / SEGMENT

For excellence in a program or special that covers weather related topics or subject matter.

Time limit: 30 minutes.

42. DOCUMENTARY

A. CULTURAL / HISTORICAL

B. TOPICAL

For excellence in the creation of a formal, structured television presentation with dramatic impact of an event, condition or situation of current, cultural and/or historical significance.

Time limit 60 minutes.

43. INFORMATIONAL / INSTRUCTIONAL

PROGRAM / SPECIAL / FEATURE / SEGMENT / SERIES

For excellence in presentation of stories from a program, series or special whose prime purpose is to be instructional; to teach formally or informally about a subject or subjects.

Time limit: 30 minutes.

44. INTERVIEW / DISCUSSION

PROGRAM / SPECIAL / FEATURE / SEGMENT / SERIES

For excellence in a program, special, feature, segment or series consisting of interview/discussion material that is at least 75% unscripted.

Time limit: 30 minutes.



45. MAGAZINE PROGRAM

A. FEATURE / SEGMENT

For excellence in a feature or segment from a program, series or special consisting of various stories of regional interest designed to entertain and inform.

Time limit: 10 minutes.

B. PROGRAM / SPECIAL / SERIES

For excellence in a program, series or special consisting of various stories of regional interest designed to entertain and inform.

Time limit: 30 minutes.

46. PUBLIC / CURRENT / COMMUNITY AFFAIRS

A. FEATURE / SEGMENT

For excellence in a feature or segment from a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues.

Time Limit: 10 minutes.

B. PROGRAM / SPECIAL / SERIES

For excellence in a program, series or special on general public interest or concern, especially those dealing with current community, social or political issues.

Time Limit: 30 minutes.

47. SPECIAL EVENT COVERAGE (OTHER THAN NEWS OR SPORTS)

For excellence in coverage of a one-time-only, anticipated community or entertainment event. Program may include multi-cameras and pre-produced segments that cover the full spectrum of the event. Live entries should include at least 75% live material with no post edits.

Time limit: 30 minutes.



SPOT ANNOUNCEMENTS

One award, more than one award, or no award is given to the producer(s) and others directly responsible for the content and execution of the promotion or commercial. Entries must be regionally conceived, produced and aired. Spots that contain more than 50% of network or syndicator-provided material do not qualify. Music, graphics and pre-edited video constitute such material.

Spots may be 5-seconds to 5 minutes in length. Program length commercials (infomercials) are not eligible. If a campaign is entered, a maximum of three spots may be included **which are edited together for a single video upload.**

48. COMMUNITY / PUBLIC SERVICE (PSAS) SINGLE SPOT/CAMPAIGN

For excellence in announcements that effectively focus interest in and marshal support for worthy community or area causes.

49. PROMOTION

- A. NEWS PROMO - SINGLE SPOT
- B. NEWS PROMO – CAMPAIGN / IMAGE

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

C. PROGRAM

NEW D. SPORTS

For excellence in announcements that promote non-news programming. This includes spots that promote a broader station/company image as well as regionally produced spots for network and/or syndicated programming.

50. COMMERCIAL

- NEW** A. SINGLE SPOT
- B. CAMPAIGN

For excellence in commercial production advertising a product, business or service that is conceived, written, created and produced in and for the regional market.

*Spots may be 5-seconds to 5 minutes in length.
Program length commercials (infomercials) are not eligible.*



CRAFTS ACHIEVEMENT

One award, more than one award, or no award is given for excellence in a specific craft discipline demonstrating the skills of one or more individuals. Each entry may contain a single example of the craft **or** a composite of material as originally transmitted.

Time limit: 15 minutes.

While craft entrants may submit more than one entry per craft discipline, only **one** of those entries may be a composite. Elements of the composite may not be separately entered as individual craft entries. Craft awards are intended for hands-on craft persons, not those that supervise craft persons.

51. DIRECTOR

52. EDITOR

- A. PROGRAM (NON-NEWS)
- B. SHORT FORM (PROMOS, PSAS, COMMERCIALS, OPENS, ETC.)
- C. NEWS
- D. SPORTS

53. GRAPHIC ARTS

(Entries must contain graphical elements originally created for regional markets. Re-purposed content from national sources is not eligible.)

GRAPHICS / ANIMATION

54. NEWS PRODUCER

Enter complete segment or composite not to exceed 30 minutes. Unless part of a composite entry, material entered in this category cannot be part of a full-length program (news or non-news) already entered elsewhere.

55. TALENT

- A. ANCHOR – NEWS
- B. ANCHOR – WEATHER
- C. ANCHOR – SPORTS
- D. COMMENTATOR / EDITORIALIST/ PERFORMER / NARRATOR / PROGRAM HOST
- E. REPORTER – FEATURES / HUMAN INTEREST
- F. REPORTER – GENERAL ASSIGNMENT/SPOT NEWS
- G. REPORTER – INVESTIGATIVE
- H. REPORTER – LIVE
- I. REPORTER – SPECIALTY ASSIGNMENT
- J. REPORTER – SPORTS
- K. SPORTS ANALYST / PLAY-BY-PLAY

www.lonestaremmy.org • Questions: staff@lonestaremmy.org



56. PHOTOGRAPHER

- A. PROGRAM (NON-NEWS)
- B. SHORT FORM (PROMOS, PSAS, COMMERCIALS, OPENS, ETC.)
- C. NEWS

57. VIDEO JOURNALIST

For excellence by a cross-discipline individual, serving as photojournalist, editor, talent, and writer; covering a single or multi-part story or topic. Entry may not be entered in any other craft category.

58. WRITER

- A. PROGRAM (NON-NEWS, INCLUDING SCRIPT PREFERRED)
- B. SHORT FORM (PROMOS, PSAS, COMMERCIALS, OPENS, ETC.)
(INCLUDING SCRIPT IS PREFERRED)
- C. NEWS (INCLUDING SCRIPT IS PREFERRED)

NEW 59. TECHNICAL ACHIEVEMENT

For excellence in technical engineering which might include: oversight in the coverage of a special event, specific technical innovation that enhances viewer experience or a technical success story that is as unique and noteworthy as to warrant special honor and recognition. Entry should include a one-page synopsis detailing specific objectives and challenges that were overcome as a result of the technical achievement.

Time Limit: 30 minutes.