



42nd News & Documentary Emmy® Awards

INTERACTIVE MEDIA

These categories are open to interactive media projects employing new and emerging platforms and presentation techniques, as well as more established methods and platforms. Potential submissions include, but are not limited to: Multiplatform and/or transmedia news coverage or documentary storytelling projects, multimedia projects, immersive media projects etc.

While these categories emphasize nonlinear, interactive documentaries and news reports, a multimedia or multiplatform submission, for example, may include linear video among other elements. Primarily linear documentary films and news reports are more appropriate for the various news, long form, and short documentary categories.

While these categories are open to new and innovative approaches to the presentation and delivery of content, experiments with form should serve the content of the news story or documentary subject under consideration. Entries will be evaluated on, among other things, how well the form of presentation serves the content of the piece.

Statue Eligible: Executive Producers, Senior Producers, Producers Directors, Editors, Camerapersons / Cinematographers, Managing Editors, Reporters, Correspondents. Other team members responsible for the multiplatform, multimedia, transmedia, interactive or immersive media elements of a project may be considered for eligibility provided their role was more than supervisory and they made a substantial creative contribution to the content. Contact administration to petition for off-list credits. All titles are subject to review.

39. Outstanding Interactive Media: Current News

This category is reserved for coverage of current news stories. It is open to projects employing various types of nonlinear, interactive presentation techniques. Entry is open to projects employing new and emerging platforms and presentation techniques (augmented reality, for example), as well as more established methods (such as virtual reality and multimedia news coverage). Submissions should focus on a single story, subject or theme. Due to the nature of this category, there is no set running time for submissions.

40. Outstanding Interactive Media: Documentary

This category is reserved for documentaries. It is open to projects employing various types of nonlinear, interactive presentation techniques. Entry is open to projects employing new and emerging

platforms and presentation techniques (augmented reality, for example), as well as more established methods (such as virtual reality and multimedia). Submissions should focus on a single story, subject or theme. Due to the nature of this category, there is no set running time for submissions.

41. Outstanding Interactive Media: Arts, Lifestyle and Culture

This category is reserved for coverage of entertainment, popular culture, the fine arts, lifestyle trends, and other cultural topics. It is open to projects employing various types of nonlinear, interactive presentation techniques. Entry is open to projects employing new and emerging platforms and presentation techniques (augmented reality, for example), as well as more established methods (such as virtual reality and multimedia). Submissions should focus on a single story, subject or theme. Due to the nature of this category, there is no set running time for submissions.

INTERACTIVE MEDIA SUBMISSION PREPARATION (Categories 39-41)

Due to the multimedia/transmedia/nonlinear nature of most submissions in categories 39- 41 -- the Interactive Media categories -- submission content is hosted by the entrant. Entrants will either include a URL directing judges to the project as it exists online, or create a judging page specifically designed to showcase the project for Emmy judging. This URL will be entered on the Team Member Details & Essay page of the online submission process.

Judges will have limited time to explore a project, so while you will want to give judges access to as much of your project as possible, you may want to provide guidance as to how best to explore the project. The accompanying essay is an excellent place to do this. It is also acceptable to provide a brief explanatory video highlighting the Emmy®-worthy aspects of the project, provided you also give entrants access to the project itself. The explanatory video should not take the place of access to the actual project.

Judging webpage URL's are due by the official entry deadlines of March 11 (early deadline/reduced entry fee) or April 8 (Final deadline).

The following information must be included in the text fields provided during the submission process:

- Title of project etc.
 - Field 1: (e.g. FRONTLINE)
 - Field 2: (e.g. Ebola Outbreak: A Virtual Journey)
- Date the project/content was originally made available online (must be 2020)
- Exact running time of submission, if applicable
- Each entry must include an essay of up to 750 words explaining why it is Emmy® - worthy (see below for essay instructions).

VIRTUAL REALITY SUBMISSIONS

Due to COVID 19, NATAS will be unable able to provide VR headsets and other specialized equipment to Emmy judges for at-home screening. Consequently, entrants with VR or AR submissions should

- a. Create a judging page that showcases your project and submit the URL for your judging webpage on the Team Member Details & Essay page of the submission site. Your judging page may include a brief explanatory video highlighting the Emmy®-worthy aspects of the project. Some judges will not have the proper equipment to view your film/project in its intended format. We ask that you create a video to provide an informational walkthrough of the user/viewer experience.

- b. Provide judges with instructions on how to access the VR film (through an Android or iOS app, for example), along with information about the equipment that can be used to view it (i.e. “install our VR app and view film X in Google Cardboard or Samsung Gear” or “Download the file using this link and sideload it into the Samsung Gear by following these directions” etc.). This will allow judges with access to such equipment to view the entry in its intended format.
- c. You may also include additional information about the VR film/project, and any supplementary/auxiliary material in your essay or on your judging page.

ESSAY

Provide an **essay** of up to 750 words explaining why your entry is Emmy®-worthy and addressing the following points

- a. A clear explanation of the editorial and production goals of the piece.
- b. Reportorial and creative techniques used to achieve these goals.
- c. Importance of the subject matter.
- d. Impact of the program, story or report.

In the Interactive Media categories (39-41) entrants may describe any nonlinear/interactive presentation techniques employed and explain how it serves the content of the story or report.

Please include the following in the heading of your essay: show and title of project (i.e. CBS Evening News: Capitol Riot), platform, and original “airdate” or date made available online.