



Emmy News

JANUARY 2011

VOLUME 7 • NUMBER 1

A Publication of The Pacific Southwest Chapter of NATAS

Final Call for Entries

The 2010 Call for Entries is coming to a close. Most of the categories have remained the same. We look forward to continued growth in the Military categories that were added last year.

Very Important—before entering, please renew your membership. All memberships expired at the end of 2010, so when entering for the Emmy Awards to be held in June 2011, you must renew your membership for the coming year. You will not be able to enter online at the member rates unless you pay your membership first. Membership renewals are \$55 and new memberships are \$80.

The Emmy Awards 2011 schedule of fees is as follows:

- Program: \$85/member, \$185/non-member
- Craft: \$55/member, \$125/non-member
- Newscast: \$175/member or non-member

Entries will be accepted online until January 18, 2011. DVDs must be received by January 22nd. Late entries will be accepted until January 25th with an additional \$25 late processing fee. All manual entries must be accompanied by a \$50 processing fee.



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If you have forgotten your password, go to the Chapter website,

nataspsw.org and click on the Emmy Express button and enter your email address. Your password will be sent to your email address.

If you have any questions about Emmy Express, please call the Chapter office @ 858-674-6944.



NATAS-PSW

ANNOUNCEMENTS • ANNOUNCEMENTS

ONE ON ONE: MY JOURNEY WRITING A BOOK!

After interviewing many of San Diego's athletes for the show *One on One*, on Channel 4 San Diego, there came the suggestion, "you oughta write a book," I decided to do it. My vision included using the actual scripts from a select number of programs. That way, if no one really cared about my story, they could read the back-stories and actual biographies of the athletes. Thanks to my boss, Craig Nichols, COX gave me the rights December of 2006. New Year's Eve, welcoming in 2007, I began writing my book's introduction.

My experience included: three years of writing only on my vacations totaling 300 hours. It felt then I would just be a few months away. Not even close! In January '10, once I set the release date of November 11th (Veteran's Day in honor of my father), I logged another 1700 hours between 16-hour days while working full-time, weekends, and vacations. Having a lot of photos in the book (photo permissions is an enormous effort and process), delving into my own life story, tracking down players for comments about their *One on One* experiences, planning a charity fundraiser for the book launch combined for a complex project beyond just writing.

A book I found randomly "The Shortest Distance Between You and a Published Book" suggested you imagine the day the box arrives and you see your book; and you have to imagine the launch party celebrating your accomplishment. Through blurry eyed nights and long to do lists, that helped keep my eye on the finish line.

Writing for a book is not like writing a television script. I still kept "my voice" but considering most of my TV scripts have partial phrases mixed with full sentences, a manuscript for reading in black and white is more different than I expected. My mother and trusted colleagues read part of the early iterations for suggestions, before I handed the manuscript to my publisher, and her team of editors. I took suggestions, but maintained full control over the content, the look, and the feel of the book. This was my journey. Yours might be different. Don't be afraid to take the leap from TV to print for a new dimension of your journalism life. If you believe you have a story to tell the world, it's up to YOU to do it. I'm glad I did, but I still love television and telling others' stories, too.

Formoreonthebook: www.JaneMitchellOneOnOne.com



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NATAS Pacific Southwest

JOIN US ONLINE

Join the NATAS Pacific Southwest social networking pages. It's easy to join and you will stay in contact with a wide spectrum of professionals that you may already know and those who may be looking for a partner on upcoming projects will see you.

There is no cost to join and signing up should only take a couple minutes. Simply join by signing up with twitter.com, linkedin.com or facebook.com. You will need to create an account with your name and password to get started, if you don't already have one.

Once you are registered, go to "Search Groups"

and look up our group, "NATAS Pacific Southwest". NATASPSW is our twitter feed. You don't have to be a NATAS member either. We want to share what we are doing in our region and make others feel welcome.

So, tell a prospective member that we are looking for them to sign up. If you have been in online groups before, you will see that this one can be very active. If it's new to you, that is okay too, and welcome!

If you need assistance, feel free to send Fara Rosenzweig an email and she can help you with the process. fara.rosenzweig@gmail.com

Khan's Cave
ASIAN TAVERN & GRILL

9350 CLAIREMONT MESA BLVD., SUITE F - 858-279-9799

DUCK BREAST SHANGRI-LA

AVAILABLE ON THE
TASTING MENU SATURDAY



EMMY JUDGING

When you enter, you are agreeing to judge entries from other chapters. We have judging coming up and need your help hosting a panel.

The way it works:

- Everything is sent directly to you.
- Find 5 qualified judges, not more than 3 from the same entity.
- You will be reimbursed \$10/per person for food/drinks, just fax or email your receipts.
- Upon completion, send everything back with pre-paid postage.

To become a panel leader please contact Executive Director Pam Waterman at: admin@nataspsw.org or 858-674-4469.

Happy Hour Wrap-Up

NATASPSW We had another great HAPPY HOUR turn out at Khan's Cave on November 4th and 57 Degrees on January 13th.

*FiftySeven
Degrees*

It's always great to stay up-to-date with colleagues and learn what everyone is up to.

Stay tuned for more information on our next Happy Hour.

See you all there!

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NATAS-PSW HONORS CARLSBAD HIGH SCHOOL

The NATAS-PSW Foundation honored video production students from Carlsbad High School for the Student Television Award for Excellence at Sammy's Woodfired Pizza. The students were awarded certificates for outstanding achievements in television for Craft, Sports and News Feature. Faculty advisor, Doug Green, leads the Carlsbad High School video

program. All of the work is produced by high school students and broadcast on the school's daily, live broadcast which reaches a closed circuit audience of 3,000 students and staff and is carried live each morning on the Time Warner Cable system.



RE-PURPOSING EMMY AWARD ENTRIES

Several questions have come up regarding re-purposing programs since we started accepting Advanced Media entries. The information below should help you in the entry process.

The National Rules state, entries with their first "airing" on the web must be original work designed for broadband distribution or portable delivery, and must be submitted as originally posted. Re-purposed material originally produced for traditional media is not eligible. If such material is included in the entry, the producer(s) must provide evidence that the broadband product is not merely a copy of the otherwise produced programming.

The Emmy Award Rules also state that at least two-thirds of a program entry must consist of original material, unless previously produced material has been

given some unique and creative treatment that, in the opinion of the chapter awards committee, results in an original program. Entrants must identify all non-original material, including its location in the program.

What this means is that a half-hour program that has been produced for traditional media and entered in the Emmy Awards can't be cut down to 15 minutes, posted to the web and entered as a separate program. Two-thirds of a program entry must consist of original material.

This rule applies to programs that have a few edits or shot changes here and there and maybe a change in music or VO. Programs entered in one year can't be re-edited and entered the next year either. These programs would be considered re-purposed material and not eligible for entry as a separate program.

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Station Break

KPSP Local 2



Some exciting news out of the Palm Springs market at CBS affiliate KPSP Local 2. Morning show director, Nick Lewis, proposed to his girlfriend of 3 years, Andrea Russell

in September. Andrea is also the Executive Producer of Morning News at KPSP Local 2 and they work those rough overnight hours together. Nick proposed while Andrea was field producing for a story on a local guide dog organization. An employee blindfolded Andrea to really make her "live the story." She walked down the street (eyes covered) with a guide dog and when she turned the corner, there was Nick, down on one knee! The wedding is planned for September 17th, 2011 in Pittsburgh, PA, where Andrea grew up.

Gardner Productions

Gardner Productions has completed a 30 minute documentary and two :30 second spots for CyberKnife of Southern California at Vista.

CyberKnife is a treatment that is a new breakthrough in Cancer treatment. CyberKnife has a very high percentage rate of curing cancer tumors, many in inoperable locations in almost any part of the body.

Gardner Productions has been running the 30 minute program on cable Video on Demand and on other "over the air" stations on late night television, with the :30 second spots driving people to watch the Video on Demand and call for a free DVD of the program.



Jody Hammond and Ronn Kilby

After 5 years, Writer/Producer Jody Hammond and Photographer/Editor Ronn Kilby have completed "La Mama" – a half hour documentary. Spanning 30 years, it is the story of Madre Antonia Brenner, a one time Beverly Hills socialite who, at age 50, gave up the glitz of Hollywood to become a nun, serving the spiritual needs of prisoners in a Tijuana prison. Narrated by Susan Sarandon, it is distributed on DVD by Estudio Frontera. An excerpt is available online at www.LaMamaTheMovie.com



Larry Groupe



Larry Groupé has just completed his newest original score for "Straw Dogs". This Sony/Screen Gems feature is scheduled for wide release September of 2011. Starring James Marsden, Kate Bosworth, Alexander Skarsgård, and James Woods. www.LarryGroupe.com

SAVE-THE-DATE

April 26th Emmy Nomination Party
57 Degrees
1735 Hancock Street
San Diego, CA 92101



MEET YOUR BOARD OF GOVERNORS

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The Pacific Southwest Chapter
(858) 674-4469

Jacqueline Hurtado

Office Address:
NATAS - Pacific Southwest Chapter
17343 Plaza Maria
San Diego, CA 92128
admin@nataspsw.org
www.nataspsw.org

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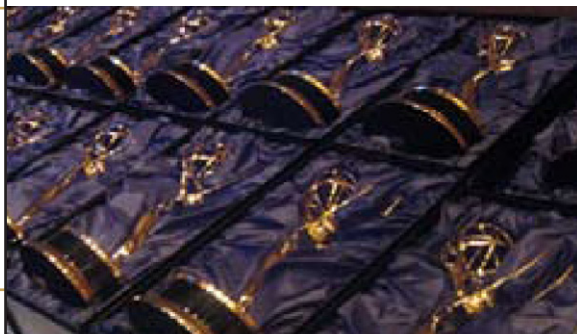
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Gretchen Sizer-Kecskes
www.sizerstudios.com

Duplicate & Replacement Statuettes Available

Do you have a square based Emmy you would like to replace with a round based one? Was your old statuette damaged in a move and you would like to replace it? Now is the time to do it. The National office has officially set the price of replacement statuettes at \$200. Statuettes from any chapter can be replaced. Duplicates are \$300. Call the Chapter office at 858-674-4469 for more information.



By Popular Demand!

Have your Emmy Nomination Certificate engraved in brass and mounted to a beautiful piano finished Rosewood Plaque. The cost is \$95 plus shipping. Payment can be made by check or credit card.

Nomination Plaques are available for any previous year (1974-2010). Any questions, call the Chapter Office at 858-674-4469.

