



08rts AWARDS

NORTH EAST AND THE BORDER CENTRE
CALL FOR ENTRIES

Passionate about **creativity**

north east
england



WELCOME

2008 is set to be another landmark year in the media life of the North East and The Border region.

As ever, changes in technology and shifts in consumer behaviour present challenges and opportunities for our industry. This year's RTS awards – the biggest media awards outside London – will reflect the ingenious ways in which teams and individuals have risen to those challenges.

Already this year we've seen major successes in our New Media sector. Eutechnyx – who produce computer games from Gateshead – have just opened a new US office. The inaugural Thinking Digital Conference in February attracted some of the world's most influential new media professionals and established this region at the leading edge of digital innovation. More established media companies are facing a less certain future. For example, we'll learn over the coming months how the current downturn in the economy and the decisions of the regulator will affect regional production at ITV Tyne Tees and Border.

The Royal Television Society Awards will celebrate achievements in television production for the Networks and for regional broadcasters. And we will be showcasing the very best in our region's thriving New Media sector. The work of students studying production and animation in Cumbria and the North East will also be featured. This year's chair of judges is the distinguished television executive Tom Gutteridge, who has returned to his home region to set up a new production company. Tom has introduced changes to some of the entry criteria and judging panels. And he's also introduced a new category – Best News Coverage – to reflect the work of broadcast news teams.

The Sage Gateshead will once again be the venue for our awards event. And we're delighted that Nicholas Owen from BBC News will be our host for what promises to be another amazing night. And you can be part of it by entering your work. It'll be judged by a panel of professionals from this region joined by expert judges from around the UK. You've only got a few weeks to get your entries in – so don't delay. And who knows? Perhaps it'll be you or your team stepping up to receive an award in one of the world's most famous concert halls!

Good Luck,

Graeme Thompson
Chair, Royal Television Society
North East and the Border Centre

A DATE FOR YOUR DIARY

The RTS Awards Presentations and Dinner will be held on Saturday 21 February 2009. Full details of how to book your tickets will be announced on our website: www.rts.org.uk/netb

You can also read about regular events and presentations, and how you can be involved in the charitable work of the RTS, here and across the UK.



PRODUCTION CATEGORIES

Entrants in Categories 1 – 5 should submit complete productions. Judges will consider all elements of the production, based on the following criteria:

1. Professionalism
2. Originality
3. Script content
4. Appropriateness for target audience
5. Use of resources
6. Combined Craft and Creative skills

CATEGORY 1 - BEST FACTUAL PROGRAMME

There are two categories, for Best Single Programme and for Best Series. The content must be factual, factual feature or factual entertainment programmes whose content is predominantly factual. The same production cannot be submitted to both categories. We welcome entries from all delivery platforms, including non-broadcast. Broadcasters may submit up to three programmes in each category, but only one from each series.

1A BEST SINGLE FACTUAL PROGRAMME

This award is for a single, one-off programme (or a two-part series).

1B BEST FACTUAL SERIES

This award is for a series (of at least three parts). Only one programme in the series should be submitted.

CATEGORY 2 - BEST DRAMA OR ENTERTAINMENT PROGRAMME

This award is for fiction or other narrative drama (including docu-drama), and also for pure entertainment programmes (including factual entertainment whose content is predominantly entertainment) and animation. There are two categories, based on budget level.

2A BEST DRAMA OR ENTERTAINMENT PROGRAMME (HIGH BUDGET)

This award is primarily intended for broadcast

productions, although high budget non-broadcast projects may also be submitted (including pilots). The total production budget must have been more than £90,000, irrespective of programme length. Either production companies or broadcasters may submit entries, which may be one-offs or single episodes from series.

2B BEST DRAMA OR ENTERTAINMENT PROGRAMME (LOW BUDGET)

This award is primarily intended for non-network broadcast or non-broadcast productions. We welcome entries from all delivery platforms, whether single programmes or samples from series. Entries could include short films made for cinema release or festival audiences (but not feature films). Entries with budgets over £90,000 should be entered in Category 2A.

CATEGORY 3 - BEST PRODUCTION FOR A NICHE OR TARGET AUDIENCE

This award celebrates productions made for a specific niche target audience – for example, private and public sector clients, communities or educational groups. It is not intended for broadcast productions. There are two entry categories: Drama, and Other. Productions will have a specific marketing, training, educational or information purpose. Although they will not be for broadcast on television, they must have been produced by acknowledged professional programme makers.

These productions will have been commissioned by corporations, local authorities, grant-giving bodies, educational bodies, charitable trusts or other businesses requiring films with a specific marketing, special interest or training purpose. Either the production company or the commissioning entity may submit entries. Entries must include testimony from the client who commissioned the production outlining the effectiveness of the project in meeting the client's goals.

3A BEST DRAMA PRODUCTION FOR A NICHE OR TARGET AUDIENCE

3B BEST NON-FICTION PRODUCTION FOR A NICHE OR TARGET AUDIENCE

Factual, Entertainment, Animation and other genres may be submitted in this category.



CATEGORY 4 - BEST PROMOTION OR COMMERCIAL

Entries could be commercials, short corporate productions, viral campaigns, web pop-ups or similar, and must predominantly consist of moving images using live action and/or animation. Maximum linear duration of all entries is five minutes, and entries from any media platform used for promotion can be considered.

It may help your entry if you include a testimony from the client who commissioned the promotion in support of the entry, outlining the project's effectiveness.

CATEGORY 5 - BEST NEW MEDIA PRODUCTION

This is for productions delivered on "new media" - in other words, content which is digitally delivered and is not made primarily for broadcast or non-broadcast TV. Entries could be video podcasts, websites, interactive TV content, computer games or similar. DVDs which contain linear production are not included (they are covered in other production categories).

Entrants should submit samples of one project on DVD/CD or (in the case of online-only applications) URLs, together with supporting text to explain audience, purpose, budget and technologies used.

CATEGORY 6 – BEST NEWS COVERAGE

This award is presented for the best news coverage of 2008. Entries may be submitted by broadcasters only and should show extracts of coverage of a major North East or Borders news story or event.

Each broadcaster may submit up to three items relating to the single news event. The duration of the compilation submitted must be no longer than 10 minutes. Broadcasters may submit up to three separate entries.

INDIVIDUAL AND CRAFT AWARDS

These categories celebrate individual professional excellence. Teams, groups or partnerships cannot enter.

CATEGORY 7 – BEST MOVING IMAGE JOURNALIST

This category is open to all television journalists, whether for broadcast or the web. Please submit a portfolio of three items showing the range of your work, together with contextual notes (eg was the story exclusive; was it a last minute breaking story; was it a running story?). The entry must be endorsed (or submitted) by a senior editorial colleague. The judging panel will consider:

1. Originality
2. Storytelling (including scripting)
3. Range and variety of material
(eg hard news, human interest)
4. Understanding the audience
5. Use of resources

CATEGORY 8 – BEST PRESENTER

Entrants or Nominees - producers are invited to submit/encourage entries - could be from broadcast or non-broadcast, factual or non-factual (eg corporate productions) but they must be in vision. Their portfolio should show three examples of their work and they must appear in vision at some point in each one. They may be in the studio, on location, at a live OB, and entries may be submitted from an individual programme or a series. The judging panel will consider:

1. Understanding of their subject
2. Ease of communication
3. Empathy with the audience
4. Authority
5. Originality

CATEGORY 9 – PROFESSIONAL EXCELLENCE (CRAFT)

There will be two awards in this category.





9A PROFESSIONAL EXCELLENCE: VISION

This category is for Professional Excellence in the Visual Field. This can include camera operators, editors, graphics, animators, lighting, designers/art directors, wardrobe and makeup.

9B PROFESSIONAL EXCELLENCE: SOUND

The category is for Professional Excellence in Sound. This can include location sound recordists, single camera operators who also record sound, composers, sound designers, dubbing editors and dubbing mixers.

Both awards are open to entries in production or post-production. Entrants should demonstrate the range of their work through a portfolio of three pieces (not necessarily from three different productions). The entries must be endorsed by an experienced practitioner colleague. The judging panel will consider:

1. Versatility with a range of programme material
2. Originality/creativity
3. Visual / Sound excellence
4. Technical competence
5. Use of resources

SPECIAL AWARDS

CATEGORY 10 – RTS COMPANY OF THE YEAR

This category is for companies within the moving image sector that can demonstrate commercial success in a creative environment. The successful company may not necessarily be the most profitable, but will have achieved success and been effective across a range of criteria, for example: use of new technology, innovation within an existing media genre, an increase in client base, success with exports or new markets, effective staff training, success in gaining repeat business, growth in turnover or headcount, recognition through awards, making a positive contribution to the media industry in the North East. Entrants can be within the non-broadcast or broadcast sectors, and be production companies, or facilities or service providers. These can include companies that make a significant contribution to the media sector, eg

technical resources, studio services, music services and audio and video post-production.

Nominees are not listed in the printed programme and the winner is announced during the awards. This category has its own entry form and the judging criteria and process can be found on the website. Judges will include business specialists with expert knowledge of the creative industries sector.

CATEGORY 11 - THE CENTRE AWARD

This is awarded to an individual, production team or organisation living or working in the region. We are keen to encourage nominations from across the sector, including non-broadcast. Nominations are made in confidence to the Chair of Awards Judging. The aim is to recognise and celebrate a contribution to our community over a period of some years, whether in leadership, programme-making, craft or technology. Nominees are not listed in the programme and the winner is announced during the awards.

Nominations should demonstrate as many as possible of the following:

1. A track record of involvement with significant production events and milestones
2. A track record of service to the industry (eg through innovation, quality service, being a role model or effective leadership)
3. A champion of the region to the wider UK industry, raising the region's profile and reputation
4. A generator of work and jobs for the region's practitioners
5. A mentor and enabler of talented newcomers to the industry

STUDENT AWARDS: FACTUAL, NON-FACTUAL, ANIMATION

These awards are judged regionally as part of the National awards and entries are dealt with centrally.

Please contact Tony Edwards, Chair of Student Judging Panel, to find out more -

tonyalto9@googlemail.com

ENTRY DETAILS

THE "EARLY" ENTRY FEE IS £35 + VAT
FOR COMPLETE ENTRIES RECEIVED BY NOON
ON FRIDAY 17 OCTOBER 2008

THE "FINAL" ENTRY FEE IS £55 + VAT
FOR COMPLETE ENTRIES RECEIVED BY NOON
ON FRIDAY 31 OCTOBER 2008
(NO ENTRY WILL BE ACCEPTED AFTER THIS DEADLINE)

Entries should be sent or delivered to:

Julie Jude
ITV Tyne Tees
Television House
The Watermark
GATESHEAD
NE11 9SZ

There is no entry fee for the Centre Award
All details and entry forms are on our website www.rts.org.uk/netb
If you have any questions, please email Chair of Judges
Tom Gutteridge at tom@standingstone.tv

RULES FOR CATEGORIES 1-6

Please submit one entry on DVD along with 5 copies of the entry form.

Please use the Production Entry Form (visit www.rts.org.uk/netb)

No production can be entered into more than one production category.

Broadcasters and independent production companies may submit up to 3 entries in each category.

Productions must have a substantial link with the region - see entry form.

Production companies must hold the rights to the productions entered, or make a joint entry with the rights holder.

All rights must have been cleared for the copying and showing in public of extracts during the Awards presentation and for screening on the internet.

Productions must have been completed between 1 November 2007 and 31 October 2008.

Transmission/exhibition/distribution should fall between 1 November 2007 and 31 December 2008.

RULES FOR PORTFOLIO CATEGORIES 7-9

Groups or partnerships may not enter a joint portfolio. Only individuals may enter these categories.

Please submit one entry on DVD along with 5 copies of the entry form.

Make sure you use the Portfolio Entry Form (visit www.rts.org.uk/netb)

Entrants must be moving image professionals working as staff, freelance or sole traders.

Entrants must have their home base in the region if they work elsewhere.

A professional colleague should endorse and sign each entry.

Broadcasting and independent companies may enter no more than seven staff or contractors into each portfolio category.

Entries should include three different samples showing range (though these may come from the same production).

All rights must have been cleared for the copying and showing in public of extracts during the Awards presentation and for screening on the internet.

The duration of the three-part portfolio must not exceed 12 minutes in total and the work must have been completed between 1 November 2007 and 31 October 2008.

Transmission/exhibition/distribution should fall between 1 November 2007 and 31 December 2008.

When judges select a winner, they also identify entries that demonstrate, to a high standard, the criteria they have considered in that category. In some cases these entries may be showcased at the Awards ceremony even if they have not won an award. We do not pre-announce a shortlist. Details of the judges' comments are published on our website after the Awards Event.