

2010
**COLLEGE SPORTS
MEDIA AWARDS**

presented by



College Sports Media Awards

Key Dates

March 1 – April 15, 2010 - Entries Open

May 4, 2010 – Nominees Announced

June 8, 2010 – Awards Presentation at the College Sports Video Summit

Westin Peachtree Plaza Hotel, Atlanta, GA

Table of Contents

- College Sports Media Awards - Overview
- Category Descriptions and Eligibility
- Entry Procedures
- College Sports Media Awards – Judging
- Entry Fees
- Entry Process
- Prohibitions & Disqualifications
- Winners' Awards
- If You Have Questions

COLLEGE SPORTS MEDIA AWARDS

Collegiate video productions have undergone a tremendous upswing in quantity and quality over the past few years, but the individuals responsible for the creative and technological expertise behind those changes have generally gone unrecognized. At this year's College Sports Video Summit, the Sports Video Group (SVG) and the National Association of Collegiate Directors of Athletics (NACDA) will change that. Outstanding college sports video productions from campuses across the country, and the staff that made them possible, will be formally recognized this June at the College Sports Media Awards.

On **March 1, 2010**, a call for entries will be opened to all collegiate and corporate entities that cover college sports and provide video content to networks, colleges, and fans.

There are 10 categories for entry:

CATEGORIES AND ELIGIBILITY

The 10 categories in the College Sports Media Awards will encompass three areas of competition: Collegiate 1, Collegiate 2, and Corporate / Media Companies. They are defined as:

Collegiate 1 – For all conferences and league offices, and their member institution athletic programs, that participate in NCAA Division 1 Men’s Basketball (347 schools). This category includes any athletic, academic, or other institution-sponsored department.

Collegiate 2 – For all conferences and league offices, and their member institution athletic programs, that participate in NCAA Division II, NCAA Division III, NJCAA, NAIA, and all other college athletic organizations. This category includes any athletic, academic, or other institution-sponsored department.

Corporate/Media – Any company that is not part of a university, conference, or league office that produces college sports video.

Entrants in each of the three divisions will compete against each other in three different categories:

1. **Live Game or Live Event Production (time limit of 5 minutes per entry)** – The production of any live college sporting event for TV, Internet, mobile, or in-stadium scoreboard feed. As long as fans can watch the event as it happens, the video qualifies for this category. This includes games, press conferences, pep rallies, pre- and post- game coverage, etc.
2. **Special Feature (time limit of 8 minutes per entry)** – Short form video on ONE SUBJECT that highlights any of the following areas: teams, coaches, players, parents, siblings, historical events, athletic department employees, trainers, medical staff, recruiting, instruction, behind-the-scenes footage, Senior Day, etc. Each entry should include a description of exactly what the relationship of the feature is to the school’s athletic department. Distribution can include TV, Internet, mobile, and in-stadium feeds.
3. **Outstanding Promotional Video or Campaign (time limit of 5 minutes per entry)** – A video created for the purpose of marketing, branding, as a PSA, for promotion, or sales. This category encompasses message-based videos created for the purpose of promoting a coach, player, sport, announcer, employee, university or league athletic program, or upcoming events for the purpose of tune-in, sales (tickets, ads, booster), charity, public service, image, awareness of a brand, accomplishments, championships, outstanding athletic and academic achievement, facilities, benefits, etc. Distribution can include TV, Internet, mobile, in-stadium feeds, DVD or hard copy (not for sale), or internal or private use. For those entering a series of promos to represent a campaign, the maximum is three related promos per entry.

One additional award will be given that will come from among each of the categories in all three divisions and **does not require a separate entry.**

4. **College Sports Video of the Year** – The winning entry from each category in each of the three previously noted divisions (a total of 9 winners) will be judged together in this category and one overall winner will be selected.

- The final deadline for all entries is **April 15, 2010**.
- All entries must be a **minimum 30 seconds in length**.
- All entries will be submitted from an online form found here (<http://csvsummit.com/college-sports-media-awards/>) that contains an embedded link to a video player that must be posted at a working URL hosted by the submitting entity.
- The Video Player and file must be in one of the following formats: Quicktime, Flash, or Windows Media.
- Entries are judged **online** by panelists who are certified as peers both from the collegiate and corporate media. Each judge casts a single ballot. Judges' votes are not shared with other judges or with members of NACDA or the Sports Video Group.
- All ballots will be tabulated independently.
- The nominees will be announced in early May 4, 2010 and posted on our Website at www.csvsummit.com.
- This year's **winners will be announced at the College Sports Video Summit on June 8, 2010** in Atlanta, GA.

COLLEGE SPORTS MEDIA AWARDS ENTRY PROCEDURES

SUBMISSION ELIGIBILITY PERIOD

Entries must have originally aired, been made available for downloading or streaming, or viewed in public between **April 15, 2009 and April 14, 2010**.

NUMBER OF ENTRIES ALLOWED

There is no limit to the amount of entries that can be submitted. Each entry is a separate submission and requires its own entry form and entry fee.

HOW TO ENTER

ENTRY FORMS

Entrants must submit a fully completed form for each entry found here: (<http://csvsummit.com/college-sports-media-awards/>).

Entry forms must be authorized by the individual responsible for submission and he/she certifies in authorizing the form that the entry is true and correct to the best of his/her knowledge. In addition, he/she certifies that the video(s) are submitted free of encumbrances and grants NACDA and SVG permission to use the material in conjunction with the College Sports Media Awards process, presentation, promotion, and publicity surrounding the event in all media.

ENTRANT INFORMATION/CREDITS

The names of all entrants/credits for award eligibility must be listed on the application form.

ONLINE QUESTIONNAIRE

The online questionnaire is your opportunity to tell the judges why you think your entry is deserving of a College Sports Media Award. It will be critical in the judging process so please complete all information on the form.

VIDEO SUBMISSION FOR NOMINEE HIGHLIGHTS

All entrants are required to prepare a Quicktime file of the video you are submitting for a highlight reel of nominees/winners for the awards presentation at the College Sports Video Summit in Atlanta, GA and at the NACDA Conference in June in Anaheim, CA. Once you receive confirmation of your nomination, we will send you instructions on where to send this file.

ELIGIBILITY CRITERIA

Category Reassignments

NACDA and SVG reserve the right to move any entry to a different entry category if in its judgment such a move is warranted. Entrants will be notified before a category reassignment is made. Entries will not be returned.

ERRORS AND OMISSIONS

SVG and NACDA assume no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information. We shall accept all submissions that are not in conflict with any of its rules and regulations. Ineligible entries may be disqualified at any stage of the competition.

CONTENT SUBMISSION GUIDELINES

1. All must be college sports subject matter only
2. All submissions must include the following information as part of the entry form that will further clarify to the judges the thought behind the submission:
 - a.** Title and name of submitting entity
 - b.** Production Team (names and specific duties, including designation of student workers)
 - c.** Equipment and any special techniques or formats used in production (including cameras, switchers, decks, etc. – please do not leave anything out!)
 - d.** Distribution outlet(s) (i.e. Website, local TV station, arena only, mobile device, school TV station, podcast, national TV audience, international syndication, etc.)
 - e.** Specific goal of production (i.e. establish live event HD remote production method; showcase freshman athletes' daily lives, etc.)
 - f.** Qualitative results (number of video impressions, increase in sponsorship revenue, develop recruiting database, attract additional alumni or booster donations, provide local media outlets with video, etc.). What did you accomplish?
 - g.** Approximate cost (this will not be a positive or negative element, only for education and case studies pending your approval)

EDITING A SUBMISSION TO CONFORM TO MAXIMUM RUNNING TIME

Entries that exceed the maximum running time must be edited to conform to the maximum running time of 5 minutes. Entries may contain up to five aired excerpts of continuous programming.

Internal editing—i.e. re-editing the content of continuous programming in order to enhance the submission—is not allowed.

In order to edit a broadcast to conform to the maximum allowable running time:

- Edit out commercials
- Consider what's left to be continuous programming
- Editing out commercials between continuous programming does not constitute internal editing

JUDGING INFORMATION

A Blue Ribbon Panel of highly qualified industry professionals will consider all submissions during April-May, 2010. All balloting will be performed using secret and password-protected online balloting.

ENTRY FEES AND PAYMENT INFORMATION

- **Collegiate 1 & 2 Submissions** (First entry): **\$150**
 - Each additional entry in the same category: **\$100.**
- **Corporate/Media Companies: \$395 per entry.**

Payments

Payments can be submitted in 2 ways:

- 1) Credit Card payment online (Visa/MasterCard/AMEX)
- 2) Check which must be received by April 15, 2010

Make Checks Payable to Sports Video Group and include the names of your submissions.

Checks can be mailed to:

Sports Video Group
260 Fifth Avenue, Suite 600
New York, NY 10001
ATTN: CSMA Entries

PROHIBITIONS & DISQUALIFICATIONS

No Internal Editing: In Live Game and Feature categories, entries that exceed the maximum running time in their category must be edited and may contain up to 5 minutes for Live and 8 minutes for Features of excerpts of continuous programming dealing with the same topic. However, the entry cannot have been re-edited for the purpose of enhancing the submission. An excerpt must be a continuous, commercial-free run. Editing out commercials between continuous programming does not constitute internal editing.

BODY-OF-WORK ENTRIES

A compilation or body of work from a variety of programs and/or series that are not related is not permitted.

MISREPRESENTATIONS

Any misrepresentation of entries will be cause for disqualification.

Misrepresentations may include, but are not limited to: misrepresenting programming as original. Should evidence of misrepresentation appear at a later date, the entry will be retroactively disqualified. We will ask for the return of any awarded statuettes or award certificates.

Violations of any other published rules and procedures herein may result in disqualification. Payment submitted with disqualified entries will not be returned.

WINNERS' AWARDS

Each winning entry will receive one College Sports Media Award statuette. If you require additional statuettes, the request must be submitted by June 30, 2010.

IF YOU HAVE QUESTIONS

Please contact:

Tom Buffolano of the Sports Video Group at tom@sportsvideo.org