

**2015 COLLEGE SPORTS MEDIA AWARDS**  
MAY 28, 2015 • ATLANTA, GEORGIA



Presented by the  
Sports Video Group &  
the National Association of  
Collegiate Directors of  
Athletics

## OFFICIAL RULES

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### COLLEGE SPORTS MEDIA AWARDS – OVERVIEW

Since its inception, the College Sports Media Awards have recognized the best in class in the college sports production arena. As technology improves, the ability to create high quality video on any budget has proliferated significantly.

In the previous six years, SVG has presented awards to those who have pushed the envelope and set a higher standard for all who are part of this industry.

Once again, at this year's College Sports Video Summit, the Sports Video Group (SVG) and the National Association of Collegiate Directors of Athletics (NACDA) will recognize the outstanding work in college sports video productions from campuses across the country, and the staff that makes them possible.

### KEY DATES

**March 5, 2015 – April 20, 2015** – Entry Submission Period

**Week of May 10, 2015** – Nominees Announced

**May 28, 2015** – Awards Presentation at the College Sports Video Summit (*Omni Hotel, Atlanta, GA*)

## CATEGORIES AND ELIGIBILITY

- On **March 5, 2015**, a call for entries will be opened to all entities that produce college sports video.

There are 20 categories for entry in the College Sports Media Awards that will encompass four divisions for competition: National Network/Professional; Regional, Local and Digital Networks; Collegiate Athletics, Collegiate Students. Universities from the US and Canada are eligible.

The Divisions are defined as:

**National Networks/Professional** – Any television/broadcast network that reaches more than 20 million homes via subscription (cable, satellite), or over the air transmission (as of January 1, 2015). Any independent agency or production company for hire would submit in this category.

**Regional, Local and Digital Networks** – Any television/broadcast network that reaches fewer than 20 million homes via subscription (cable, satellite) or over the air transmission (as of January 1, 2015). Examples include divisions within a larger company or network as long as they operate as an independent business unit (i.e. Fox, Cox, Comcast, Time Warner Cable regional and local networks). Any College Governing Body or Conference Digital Network. If the Governing Body or Conference employs its own production staff, then they fall within this Division. Examples include NCAA.com, NAIA.com, NJCAA.com, The All-American, The Ivy League, The Patriot League, The Mountain West, etc.

**Collegiate Athletics** – All NCAA, NJCAA, NAIA, and accredited institutions in the US and Canada, and conferences or governing organizations. These productions are funded, supervised and executed solely by athletic department employees and their staff (full-time, part-time, freelance, intern, student).

**Collegiate Student** – All NCAA, NJCAA, NAIA, and accredited institutions in the US and Canada. These productions are funded and supervised solely by university employees (athletic or academic). The production work is completed solely by students (undergraduate or graduate) who are enrolled part-time or full-time at that institution during the time period designated for the content to be produced to be eligible for the awards. In the case of the Live Game Production category, 80% of the production personnel must be students to be eligible. Students who are paid are also eligible.

Entrants in each of the Four Divisions will compete for awards in these five Categories:

1. **Live Game Production** (*time limit of 5 minutes per entry*) – The production of any live college-sporting event for TV, IPTV, Internet, mobile, any connected device or in-stadium scoreboard feed. If fans can watch the event as it happens, the video qualifies for this category. **This includes LIVE GAMES ONLY - press conferences (i.e. National Signing Day),**

**pep rallies, pre- and post- game coverage, etc ARE NOT ELIGIBLE.** These are eligible in a separate category. *Entries must be a contiguous segment of the game. No editing or highlight reels will be accepted. Please do not include show opens or teases – which are eligible in another category.*

**2. Live Studio/Remote Hosted Programming** (*time limit of 5 minutes per entry*) – Programming that originates from a set location, in a studio, or a remote location that have a connected topic or theme that is produced live from that location and is hosted. **This includes highlight shows, press conferences (i.e. National Signing Day), pep rallies, pre- and post- game coverage.** Distribution can include TV, IPTV, Internet, mobile, any connected device and in-stadium feeds.

**3. Program Series** (*time limit of 10 minutes per entry*) – Recurring thematic content that is both long and short form. To Be Eligible a “Series” is defined as no fewer than 5 episodes consisting of no less than 2 minutes Total Running Time per episode. These include the following in any of these areas as examples: teams, coaches, players, parents, siblings, historical events, athletic department employees, trainers, medical staff, recruiting, instruction, behind-the-scenes footage, Senior Day, etc. Distribution methods can include TV, IPTV, Internet, mobile, any connected device or in-stadium feeds. **Please include excerpts from a minimum 3 different shows, the total running time of all not to exceed 10 minutes.**

**4. Special Feature** (*time limit of 8 minutes per entry*) – Short form video where the subject matter is singular (one college sports subject) and the programming is edited. These include the following in any of the these areas as examples: teams, coaches, players, parents, siblings, historical events, athletic department employees, trainers, medical staff, recruiting, instruction, behind-the-scenes footage, Senior Day, etc. Distribution methods can include TV, IPTV, Internet, mobile, any connected device or in-stadium feeds.

**5. Program Open, Tease, Promotional Video, PSA, and Campaigns** (*time limit of 2 minutes per individual entry, 6 minutes for campaigns*) – Includes program opens and teases as well as video created for the purpose of marketing and branding, (such as a PSA), or for promotion, or sales. This category encompasses message-based videos created for the purpose of promoting a coach, player, sport, announcer, employee, and 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, IPTV, 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 four (4) related promos (total 6 minutes) per entry.*

<b>ENTRY PROCEDURE</b>
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- The final deadline for all entries is **April 20, 2015**
- All entries must be **a minimum 30 seconds in length.**

- All entries will be submitted online.
- VIDEO SUBMISSION PROCEDURE – Once you have completed the entry form and made the submission, you will receive an Email with instructions on how to upload your video. Please note that each must be uploaded separately and contain your name, contact information and the Division, Category and title of the video.
- The nominees will be announced during the week of May 10, 2015 and posted on the SVG CSS Website ([www.svgcollege.com](http://www.svgcollege.com)). All entrants will be notified of the nominations via email.
- This year's winners will be announced at the SVG College Sports Summit on May 28, 2015 at The Omni Hotel in Atlanta, GA.

### **Submission Eligibility Period**

Entries must have originally aired, been made available for downloading or streaming, or exhibited in public between **March 5, 2014 and April 10, 2015.**

### **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 a separate entry fee. Payment for submissions will be consolidated by submitting entity and payment can be made by credit card or company check.

<b>VIDEO SUBMISSION REQUIREMENTS</b>
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**(Please pay close attention as this is the most critical part of the entry process.)**

PLEASE COMPLETE THIS STEP BEFORE YOU COMPLETE THE ONLINE ENTRY FORM. Entrants will be asked to upload your video to a dedicated page within the Vimeo ([www.vimeo.com](http://www.vimeo.com)) domain that contains only your video(s). You will be required to set up a FREE basic Vimeo account if you do not have one already. The video should be encoded in H.264 or MPEG-4, for both SD and HD. The guidelines can be read here: (<http://vimeo.com/help/compression>). To optimize your upload speed, please use a high speed wired broadband connection, preferably from a commercial network.

### **Requirements for Nominee Highlight Reel**

If you have been nominated for an award, you will be required to make available through your Vimeo page a download of the same file(s) of all nominated videos to compile a highlight reel of nominees/winners for the awards presentation at the College Sports Summit in Atlanta, GA on May 28th, as well as at the NACDA Conference in June. *All nominees are required to follow this procedure. Failure to meet this requirement could lead to disqualification. We will post instructions on the CSMA entry page.*

### **Entry Forms**

Entrants must submit a fully completed form for each entry found. **[CLICK HERE FOR ENTRY FORM.](#)** 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, ceremony, additional presentations, promotion, and publicity surrounding the event in all media.

## **ELIGIBILITY CRITERIA**

### **Category Reassignments**

SVG and NACDA 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. Entry fees will not be returned in cases of dispute.

### **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:
  - a. Title and name of submitting entity
  - b. Division and Category for each video along with title of video
  - c. Contact information (mailing address, email address, direct contact phone number)

### **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 specified in the category entry criteria. 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, 2015. All balloting will be performed online using secure and password-protected procedures.
- Each judge casts a single ballot. Judges' votes are not shared with other judges or with members of NACDA or the Sports Video Group unless they are designated CSMA administrators. No Submitting entity may see the judges' scores.
- All ballots will be tabulated independently. The nominees will be chosen by the judges in Round 1. The winners will be chosen based upon both Round 1 and Round 2 voting.

## ENTRY FEES AND PAYMENT INFORMATION

- National Networks – \$250 per entry
- Regional and Local Networks – \$150 per entry
- Collegiate Athletics – \$100 per entry
- Collegiate Student – \$50 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 20, 2015

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

### Internal Editing

In ALL LIVE categories, entries that exceed the maximum running time in their category must be edited. Any entries that exceed the maximum time are subject to disqualification. 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. SVG will make best efforts to notify anyone who is in violation of this entry requirement and will allow a re-submission prior to the entry deadline if time allows.

### Body-of-Work Entries

A compilation or body of work from a variety of programs and/or series that are not related is permitted only in the Program Series category. Promotional Campaigns fall into this description as well.

### 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.**

## **TROPHY INFORMATION**

Each winning entry will receive one College Sports Media Award statuette at no cost. If winners require additional statuettes, the request must be submitted by June 30, 2015. These additional trophies will require separate payment (Approximately \$75 PLUS SHIPPING) and will be shipped to one location only. Honorable Mention and Nominees will receive a certificate for each entry.

## **QUESTIONS**

Please contact: Tom Buffolano at [tom@sportsvideo.org](mailto:tom@sportsvideo.org) or Brandon Costa of the Sports Video Group at [brandon@sportsvideo.org](mailto:brandon@sportsvideo.org).