

# 2017 COLLEGE SPORTS MEDIA AWARDS



**JUNE 1, 2017 • ATLANTA**

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

## **Official Rules**

### **KEY DATES**

**February 15, 2017 – April 14, 2017** – Entry Submission Period

**May 2, 2017** – Finalists Announced (On or Before)

**June 1, 2017** – Awards Presentation at the SVG College Sports Video Summit (*Omni Hotel, Atlanta, GA*)

### **TABLE OF CONTENTS**

- College Sports Media Awards – Overview
- **What's New!**
- **Reminders**
- Categories and Eligibility
- Entry Procedures
- Video Submission Requirements
- Eligibility Criteria
- Judging Information
- Entry Fees and Payment Information
- Prohibitions & Disqualifications
- Trophy Information
- Questions

### **COLLEGE SPORTS MEDIA AWARDS – OVERVIEW**

Since its inception, the College Sports Media Awards have recognized the best in class in college sports production. In the previous eight years, SVG has celebrated 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 SVG College Sports Summit, the Sports Video Group (SVG)

and the National Association of Collegiate Directors of Athletics (NACDA) will award the outstanding work in college sports video productions from campuses across the country, and the staff that makes them possible.

## WHAT'S NEW!

For those who have entered the SVG/NACDA College Sports Media Awards, please note some key changes to the rules and entry procedures:

- **Submission Period Changed: New, Earlier Open Date and Deadline**  
The opening of the entry window has been moved up to February 15, 2017 and the deadline to submit entries has been moved up to April 14, 2017.
- **Live Social Media Material Accepted**  
Beginning this year, we are accepting entries that were designed primarily for social media distribution, both live and pre-produced. This includes live games or live non-game productions intended for airing on Facebook Live, Periscope, etc.
- **Conference Digital Networks Move to a New Division**  
If you are entering from a Conference Digital Network, please note that you have been moved to the Collegiate Athletics division.
- **Professional Production Companies Move to a New Division**  
If you are entering from a Production Company, please note that you have been moved to the Regional/Local Networks/Syndicators and Production Companies Division.
- **Stadium Hype Video Eligibility**  
Hype videos designed for in-stadium and social use are eligible in the Promotional division.
- **Reminders Section Added**  
Please read below for some key pointers to ensure your entries are submitted properly.

## REMINDERS

Please keep in the mind that specific key guidelines need to be followed for your entry to be eligible for judging. Some of the key reminders before submitting your entries are as follows:

- **Entry Eligibility Period**  
Entries must have originally aired, been made available for download or streaming, or exhibited in public between March 1, 2016 and April 5, 2017.
- **Entry Deadline**  
The final deadline for all entries is April 14, 2017
- **Differences Between the Two “Live” Categories**  
Entries in the Live Game Production are for live games only. Entries featuring other live events such as Coach’s Shows, Press Conferences, Studio Shows, live

social media Q&As, and the like, should be submitted in the newly named Live Non-Game Production category.

- **Entries in the “Live” Categories May Not Exceed Five Minutes**  
Any segment of a live production entered in either of the live categories must be five minutes or less
- **Entries in the “Live” Categories Must Feature All Live Content**  
All submissions in these categories must feature entirely live material. No opens, teases, or features should be included in the sampling.
- **Program Series Entries Must Feature Clips from Three Different Shows**  
An entry for the Program Series category should include excerpts from a minimum three different shows with the total running time of all combined not to exceed 10 minutes.
- **Special Feature Entries May Not Exceed Eight Minutes**  
Entries in the Special Feature category are not to exceed eight minutes in length.
- **Special Feature Cannot Be an Excerpt From a Full Program.**  
To qualify as a Special Feature, the entry must be a complete separate program element with a beginning, middle and end and not a segment of a longer program.
- **CSMA Entrants Receive Free Admission to the SVG College Sports Summit**  
Any party entering a submission to the SVG/NACDA College Sports Media Awards is eligible to attend the SVG College Sports Summit (May 31-June 2, 2017, Atlanta) for free.

## **CATEGORIES AND ELIGIBILITY**

**On February 15, 2017**, 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; Regional/Local Networks/Syndicators and Production Companies; Collegiate Athletics; Collegiate Students. Universities from the U.S. and Canada are eligible.

The Divisions are defined as:

**National Networks** – Any television/broadcast network that reaches more than 20 million homes via subscription (cable, satellite), or over the air transmission (as of January 1, 2017). Production must be performed by the network.

**Regional/Local Networks/Syndicators and Production Companies** – Any television/broadcast network that reaches fewer than 20 million homes via subscription (cable, satellite) or over the air transmission (as of January 1, 2017). Examples include divisions within a larger company or network as long as they operate as an independent business unit (i.e. Fox, Cox, Comcast, Spectrum). Production Companies are defined as

independently owned companies that produce various forms of content for clients for distribution.

**Collegiate Athletics** – All NCAA, NJCAA, NAIA, and accredited institutions in the U.S. 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). This includes 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 as NCAA.com, NAIA.com, NJCAA.com, The Ivy League, The Patriot League, The Mountain West, etc.

**Collegiate Student** – All NCAA, NJCAA, NAIA, and accredited institutions in the U.S. 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, Program or Event 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 linear television, streaming platform, social media platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard. 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 for this 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 Non-Game Production** (*time limit of 5 minutes per entry*) – Programming that has a connected topic or theme that is produced live for linear television, social media platforms, streaming platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard. **This includes LIVE highlight shows, press conferences (i.e. National Signing Day), pep rallies, pre- and post- game coverage, coach’s shows, interviews.** Distribution can include TV, IPTV, Internet, mobile, any connected device and in-stadium feeds. (Replaces Live Hosted Studio/Remote Category)

3. **Program Series** (*time limit of 10 minutes per entry*) – Recurring thematic pre-produced 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 linear television, streaming platform, social media platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard. **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 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. To qualify as a Special Feature the less than 8 minute video must be a “complete separate element” with a beginning, middle and end and not an “excerpt” of a longer program. Distribution methods can include linear television, streaming platform, social media platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard.

**5. Promotional Videos: Hype, Open, Tease, PSA or Marketing 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 in-stadium videoboard, linear television, social media platform, streaming platform, IPTV, mobile application, or hard copy (not for sale. *For those entering a series of promos to represent a campaign, the maximum is four (4) related promos (total 6 minutes) per entry.*

## **ENTRY PROCEDURE**

- The final deadline for all entries is **April 14, 2017.**
  - **Extensions will not be granted unless there are extenuating circumstances and the request must be made no later than April 5, 2017**
  - All entries must be **a minimum 30 seconds in length.**
  - All entries will be submitted online.
- **VIDEO SUBMISSION PROCEDURE** – All submissions and payments will be completed on the CSMA platform. This includes a general registration procedure that must be completed once. **IF YOU COMPLETED THIS REGISTRATION in 2016, YOU CAN LOGIN IN WITH THE SAME ID and PASSWORD.**

- All organizations must complete an online form for each entry. All videos will be uploaded as part of this entry process. You can edit your entries at any time up until the final entry deadline. Once you “Checkout” and make final payment, your entries are submitted for judging.
- The Finalists will be announced in early May 2017 and posted on the SVG College Sports Summit website and all entrants will be notified of the nominations via email.
- This year’s winners will be announced at the SVG College Sports Summit on June 1, 2017 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 1, 2016 and April 5, 2017**.

### **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.

### **SUBMISSION REQUIREMENTS (NEW PROCEDURE)**

Each submitting entity will be directed to the 2017 College Sports Media Home Page, which contains information about the submission process. All submitting entities will follow the same procedure:

**PROFILE/REGISTRATION:** Complete profile registration form. This will enable the submission platform to recognize you each time you come back to edit or submit additional entries. This is required. This will help you manage your entries from a “Home Page” on the site.

### **SUBMISSION FORM**

The Next Step is to begin the entry procedure by completing a submission form for each entry. This includes:

**SELECT DIVISION:** Each submitting entity will complete a short form that includes selecting the DIVISION that best represents your organization (See above descriptions).

**SELECT NUMBER OF ENTRIES:** Select the number of entries that you want to submit. You can submit as many as you want, but each will be on a separate form. Payment will then be required at checkout.

**INDIVIDUAL SUBMISSION AND VIDEO UPLOAD:** Submission description and video upload. Each submission requires a short form to be completed, followed by a video upload. If you are submitting more than one entry, you will complete another form and upload the accompanying video to that entry.

**EDITING ENTRIES:** You will be allowed to edit your entries by going back into the same profile/forms. The platform will recognize your profile and request a password to gain entry. If you do not complete the entry process all at once, you can continue as many times as necessary to do so.

**PAYMENT: BEFORE YOUR ENTRIES WILL BE ACCEPTED FOR JUDGING, YOU MUST COMPLETE REVIEW AND CHECKOUT, WHICH INCLUDES PAYMENT.** Please contact Andrew Lippe if you have questions about payment at [Andrew@sportsvideo.org](mailto:Andrew@sportsvideo.org)

### **Requirements for Finalist Highlight Reel**

By entering the 2017 SVG/NACDA College Sports Media Awards, you are providing permission to have any video submitted to be downloaded and included in a highlight reel of finalists/winners for the awards presentation at the College Sports Summit in Atlanta, GA during our Opening Night ceremony at the College Football Hall of Fame on May 31, 2017, during the College Sports Media Awards ceremony on June 1, 2017, and at the NACDA Conference in June. *All finalists are required to follow this procedure. Failure to meet this requirement could lead to disqualification.*

### **Entry Forms**

Entrants must submit a fully completed form for each entry. **[CLICK HERE FOR ENTRY FORM BEGINNING 2/15/17](#)**. 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)
  - d. Total Running Time for each entry (in Notes Section)

## **Editing a Submission to Conform to Maximum Running Time**

IN ALL LIVE CATEGORIES, 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, 2017. 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 finalists 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, Local and Digital 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 14, 2017

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, 2017. These additional trophies will require separate payment (Approximately \$75 PLUS SHIPPING) and will be shipped to one location only. Honorable Mention and Finalists will receive a certificate for each entry.

---

#### **QUESTIONS**

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