



WHAT'S NEW IN DAYTIME

For returning entrants, below is a list of changes to the contest for 2020-2021.

COVID-19 RESPONSE

- If you have questions about content disrupted by the pandemic, please reach out to Daytime Administration. It is the goal of the contest to make every possible allowance within the parameters of these rules.
- NATAS has committed to all ceremonies for the 2021 calendar year being completely virtual, regardless of any updates to public health that could potentially change by mid-2021.
- For this cycle only, the Daytime Emmys are accepting re-entries from 2019 entrants in the categories of **Interactive Media for a Daytime Program** and **Individual Achievement in Animation** as Administration was unable to properly adjudicate these categories in compliance with social distancing requirements. Eligible entrants who demonstrated they either made the Blue Ribbon Judging round and/or were unable to provide digital materials once in-person judging was canceled were contacted prior to the publication of these rules and submitted written intent to re-enter. The material for **Interactive** can be updated to reflect changes since the original entry.
- If your content is projected to be 3 episodes or more, but less than 3 episodes were able to be shot and/or broadcast/streamed due to COVID-related shutdowns (5 episodes for the **Limited Drama Series** category), all episodes will be eligible to enter next year's 2021-2022 contest. Next year there will be a one-year holdover for content unable to be completed and episodes aired in 2020 will be eligible if part of a season where *the majority of content* aired/was streamed in 2021.

RIGHTS AND CLEARANCES

- Entrants will be required to identify a thirty-second (0:30) portion of the submitted video for potential inclusion in a Daytime Emmys ceremony, should the entry result in a nomination. The identified clip must be free and clear of any and all encumbrances which could limit the ability of NATAS to include the clip in the program and its distribution, publicity, and promotion, including without limitation digital program archives, in perpetuity. Entrants must affirm that all necessary rights and clearances have been obtained and are thereby licensed to NATAS for these purposes, and that the entrant is authorized to convey such rights.

CHILDREN'S PROGRAMMING

- In agreement with the LA Television Academy/Primetime Emmys, ALL Children's Programming should come to the Daytime Emmys, regardless of daypart. The Primetime Emmys has eliminated their Outstanding Children's Program category. If you have previously entered your children's content in Primetime, your program is automatically eligible to enter all Children's Programming categories at the Daytime Emmys. Primetime is retaining an Animated Program category for adult-oriented animated content only (e.g. "The Simpsons," "South Park," etc.)

TRACKS

In order to streamline the competition and make it clearer to entrants which ancillary categories content is eligible to enter, Daytime has split the competition into the following Genres, listed below with the Program categories found within:

Drama
Fiction – Limited Drama; Short Form Daytime Fiction; Young Adult; Daytime Fiction Special
Non-Fiction – Culinary; Game Show; Legal/Courtroom; Lifestyle; Informational and How-To; Arts and Popular Culture; Travel, Adventure and Nature; Morning Show; Entertainment Talk Show; Informational Talk Show; Entertainment News; Entertainment Program in Spanish; Special Event Program; Daytime Non-Fiction Special
Children's – Preschool Children's; Children's and Family Viewing; Preschool Animation; Animation; Special Class Daytime Animated; Short Form Children's

The rule book is color coded accordingly. Additionally, some categories allow entries from more than one track. Those remain unhighlighted and are designated with "Hybrid" and what Tracks they include.

Also:

- **Digital Drama** has been renamed **Limited Drama Series**. Standards for eligibility remain the same except the maximum number of episodes has been lowered from 35 to 22.
- **Dramas** retain their own separate track with their own acting, writing, and directing categories. The following genres are merged to a single **Fiction Daytime Program** genre track: **Limited Drama Series** (formerly Digital; 22 episodes or less per year), **Short Form Fiction Program** (for content 15 minutes or less), **Young Adult Series**, and **Daytime Fiction Special**. Entrants in these categories are eligible for specialized acting, writing, and directing categories. Performers in children’s entertainment (including Educational/Informational) are eligible for the renamed Principal and Limited Performance in a Children’s Daytime Program categories. Young Adult programming is no longer eligible in the Children’s track.
- All formerly Drama-only craft categories are now open to Drama and Fiction Daytime Programs.
- If your content would be programmed to air at 10pm or later if on traditional television, it must be entered into the Primetime Emmys and is not eligible for the Daytime Emmys. This includes content that contains graphic violence, nudity, sex, and/or excessive coarse language.

NEW CATEGORIES

Short Form Fiction Program – for narrative dramatic fiction Series or Specials with an average runtime of less than 15 minutes.

Daytime Fiction Special – one-off specials of 15 minutes or longer of Daytime shows, standalone TV movies for a daytime audience, Young Adult specials, fictional “afterschool specials” designed for a YA audience.

Informational and How-To Program – Daytime programming with a focus on DIY, home improvement, technology building, repair, crafting. How-to for audiences under the age of 17 belongs in **Educational/Informational Program**.

Arts and Popular Culture Program – Daytime programming with a focus on entertainment, celebrities, Hollywood, theatre, red carpet, etc., exclusive of Entertainment News programming (e.g. “Entertainment Tonight”).

Daytime Special Event – non-fiction Daytime programming such as parades, awards shows, dog shows, etc. that qualify as one-time events.

Daytime Non-Fiction Special – social, political, economic documentaries, stand-alone Specials or non-fiction “afterschool specials” with a focus on audiences under the age of 17. Content for older audiences should be entered into the News & Documentary Emmys.

Younger Performer in a Daytime Fiction Program – non-gendered acting category for performers ages 18 and under with a lead, supporting or guest performance on a Daytime Fiction Program. Series and Specials both qualify. Performers can turn 18 in the calendar year 2020 and qualify.

Younger Performer in a Children’s Program – non-gendered acting category for performers age 18 and under with a lead, supporting or guest performance on a live-action Children’s or Preschool Children’s Program. Series and Special both qualify. Performers can turn 18 in the calendar year 2020 and qualify.

Voice Directing for an Animated Series – directing for animation or the animated portions of Preschool or Children’s Animated content.

Editing for a Preschool Animated Program – editing for Preschool Animated content is now this separate category. **Editing for an Animated Program** is now specific to animated programming for viewers over the age of 5.

Casting for a Children’s Program – for casting directors who work on live-action Preschool or Children’s and Family Viewing content. Casting for animated content entries are eligible in the **Casting for an Animated Program** category.

CATEGORY CHANGES

Young Adult Series – this category is now for Series (5 episodes or more) only. Young Adult Specials are qualified in the newly created **Daytime Fiction Special** category.

Game Show – the number of episodes to be considered eligible for this category has been lowered to 8.

Directing for a Game Show – this has been eliminated as a separate category. Directors for Game Shows are now Emmy-eligible in the Game Show category.

Directing for a Talk or Morning Show – this has been eliminated as a separate category. Directors for Talk or Morning programming are eligible in the Multiple Camera Directing category.

Special Class Series – this has been eliminated as a separate category. Administration welcomes former Special Class Series entrants to enter in one of the newly available more streamlined categories, including (but not limited to) **Arts and Popular Culture Program** and **Informational and How-To Program**.

Special Class Special – this category has been eliminated as a separate category. Administration welcomes former Special Class Special entrants to enter in one of the newly

available more streamlined categories, including (but not limited to) **Daytime Fiction Special** and **Daytime Non-Fiction Special**.

Morning Show in Spanish – this category has been eliminated as a separate category. Administration welcomes former Morning Show in Spanish entrants into the **Daytime Program in a Spanish Language** category. Anchors, Hosts and Correspondents from Morning Shows are now eligible in the **Talent** category.

Preschool Children’s Series – this category has been eliminated as a separate category. Administration welcomes former Preschool Children’s Series entrants into the **Children’s or Family Viewing Program** category, which is now open to programming designed for viewers under the age of 5.

Sound Mixing and Sound Editing – for **Live-Action, Children’s, and Preschool Children’s** programming, the Sound Mixing and Sound Editing categories have been combined.

Daytime Promotional Announcement – formerly two categories (one for Brand Image Campaign and one for Topical), all promos are now eligible in the singular Daytime Promotional Announcement category. Content must be promoting Daytime programming or campaign and point to a daypart tune-in to be eligible, regardless of when the promo itself airs. Entrants can submit a composite reel of up to three spots. Spots for unrelated events or PSAs, e.g. breast cancer awareness month, are no longer eligible.

Younger Performer in a Drama Series – in defining Young Adult content and Younger Performer categories in other genres, the Daytime Emmys will be gradually changing the parameters for entry into this category. The current eligibility is for performers on a Drama Series who are under the age of 25. This will be the final year in which age 25 is the cut-off. Next year it will be lowered to 21 and for 2023, it will be lowered again to 18. Additionally, Younger Performer entrants are permitted to enter this category an infinite number of times while they are under 18, but once they turn 18, they are permitted to enter only three times before being moved to either Lead or Supporting. Being age-qualified to enter Younger does NOT mean an entrant is required to. Lead and Supporting acting categories are also open to performers under the age of 25.

Individual Achievement in Animation – this category is now judged completely online. All assets previously submitted in a hard-copy format (eg. artwork) will now be uploaded. See the By-Category Submission guide for specifics.

Drama/Daytime Fiction Acting Categories – there will be no Pre-Nomination Round. All entrants should submit their video by the deadline, where categories will undergo Preliminary and/or Blue Ribbon Judging in accordance with all other categories. There is no second video submission.

Drama Crafts – last year Daytime Administration began the process of merging craft areas where Drama contenders did not have enough entrants to keep the categories viable. This year the remaining craft categories have been combined to allow entrants from Dramas and Daytime Fiction Programs. The following crafts have now been merged: Costumes, Makeup, Hairstyling, Sound Mixing and Editing (now combined, as per above), and Technical Team. Music Direction and Composition, which was merged last year, is now further merged to include all Drama, Fiction, and Non-Fiction eligible content (e.g. only Children’s and Animation is disallowed in this category).

Children’s and Animation Program Categories – the title of Associate Producer, while not on list, may petition to be eligible in these program categories. Petitions to Administration must include job descriptions and the National Awards Committee will decide eligibility based on appropriate job function.

Hosting Categories – all Hosting categories are now reel categories (e.g. you will now be able to submit a reel containing content from more than one episode).

FEES

- Given circumstances, there will be a pause on Entry Fee increases for this year. All rates remain identical to last year’s. In addition, without live ceremonies, there is no cost for tickets this year. We trust you will take full advantage to further your productions, or perhaps consider entering additional categories. Please be advised that annual incremental increases will be reinstated next year.

YANGAROO

- There is now only one sign-up that is good for both entering and judging. Only the user has access to password information.
- Streaming content will now have the opportunity to identify entries as such during sign-up and therefore will no longer be prompted to enter an airtime. Broadcast content is still required to enter an airtime.
- Early Entry now requires ALL materials, including videos, to be uploaded prior to the deadline. There is no more “Upload Later” option.

GENERAL

Submission Information:

- In addition to the required entry contact, all submissions now have an optional second contact field. **We HIGHLY ENCOURAGE all awards consultancies to use this field and put direct client contact information.** Administration will reach out to all entry contacts

on record regarding purchasing ceremony tickets in the event of a nomination. Entry contacts are the **ONLY** way Administration has to contact entrants for required follow-up information. **It is the full responsibility of the entrant, including awards consultancies, to make sure that all contact information is correct and valid.**

Webinars:

- Administration will be once again running pre-scheduled webinars during the submission process. Webinar dates are weekly on **Tuesdays at 3pm ET/noon PT** through the entirety of the entry window. Webinars are FREE, NOT mandatory, and you do not need to RSVP.

See below for the list of dates and Zoom information:

January 12
January 19
January 26
February 2
February 9
February 16

Zoom Meeting ID: 960 3587 3255
Passcode: 396374

Additionally, there is a special webinar designated for entrants in the **Casting** categories, also at 3pm ET/noon PT:

January 21

Zoom Meeting ID: 915 5876 8288
Passcode: 348326

- Please note that daytime@theemmys.tv is the contact for Daytime Administration. They can answer questions about eligibility, entry requirements, deadlines, etc. Email is the best way to receive an expedited response as Administration is working remotely. It should be your first method of outreach, with prescheduled phone or Zoom to follow.

For technical questions about the Yangaroo system, password resets, video or audio challenges, etc., the contact is emmysupport@yangaroo.com