

**44TH ANNUAL NEWS & DOCUMENTARY EMMY® AWARDS**  
**VOTING INSTRUCTIONS: PROMOS**

1) Entries should be evaluated according to the following criteria:

**CONCEPT:** A good promo must take into consideration and explain the core virtue or value of the program or institution being promoted. What is the mission or “brief” of the promo? How well does the promo deliver that message?

**EFFECTIVENESS / IMPACT:** One gauge of a promo’s success is its ability to break through the clutter and grab the viewers’ attention? Does the promo succeeded in grabbing the viewer’s attention? Is it compelling enough to motivate viewers to tune in?

**EXECUTION:** Judges will consider innovation, originality, ingenuity, and creativity in the production values of the spots. How well did the producers achieve their goal of explaining the ‘core’ message through the use of graphics, music, editing and script? Were the production values outstanding? Did the producers say what they meant to say without letting the “bells and whistles” get in the way? Judges should focus on the clarity of presentation of information, as well as the visual impact of the entry.

- 2) In addition to the entry video, entrants have submitted an essay explaining why the entry is Emmy-worthy. This will aid you in evaluating each entry.
- 3) Judges must view all entries in their assigned category and must view each entry in its entirety.
- 4) For your Emmy® ballot to be valid you must **Score every entry according to the following seven (7) point scale for a possible total of 7 points for each entry:**
  - 7 PREEMINENT - BEST IN CLASS
  - 6 OUTSTANDING - WORTHY OF AN EMMY® AWARD
  - 5 VERY GOOD - POTENTIALLY WORTHY OF AN EMMY® AWARD
  - 4 GOOD - WORTHY OF A NOMINATION
  - 3 AVERAGE - POTENTIALLY WORTHY OF A NOMINATION
  - 2 BELOW AVERAGE - LIKELY NOT WORTHY OF RECOGNITION
  - 1 POOR - NOT WORTHY OF RECOGNITION

**When voting give every entry a score. You will not be allowed to submit your online ballot if it contains un-scored entries (except in the case of a conflict of interest).**

**REMEMBER: 7 = PREEMINENT AND 1 = POOR**

- 5) Judges may not vote for an entry in which they were directly involved. Though every effort is made to screen out potential conflicts of interest, they may occur. In such cases, the judge must declare a conflict of interest. Follow the instructions on the online ballot for declaring a conflict of interest. Note: It is not considered a conflict of interest to vote on an entry submitted by a network or production company where a judge is currently employed. However, it is a conflict if a judge was directly involved in the production of an entry or has a special relationship with someone directly involved with an entry (a spouse or significant other, for example). If you feel that you may have a conflict, please contact David Winn at [dwinn@emmyonline.tv](mailto:dwinn@emmyonline.tv) or Christine Chin at [cchin@emmyonline.tv](mailto:cchin@emmyonline.tv) to discuss whether or not you should vote on the submission.
- 6) **Balloting closes at 11:59pm EDT on Thursday, June 29th.** Follow the online instructions for casting your ballot.