



ADMINISTERED BY THE



The Coca-Cola company is proud to support historically black colleges/universities through the funding of a grant recognizing a student or students enrolled in an HBCU's journalism or media production program with a focus on sports broadcasting.

Administered by the Foundation of the National Academy of Television Arts & Sciences, submissions for the competition will be accepted through March 10, 2025. Finalists will be announced in April. The winner will be recognized during the Sports Emmy Awards ceremony in May of 2025.

COMPETITION DETAILS

Eligibility Guidelines

**Any submission that does not meet the eligibility guidelines will not be considered for judging.*

- Student(s) submitting an entry must be enrolled in an undergraduate program at an HBCU.
- Student(s) must intend on pursuing a career in sports broadcasting or video production.
- Entries may be submitted by an individual student or a team of students.
- More than one (1) submission per school is permitted.

Content Guidelines

**Each submission must include a video and an essay that meets the specified requirements.*

Video Requirements

- Each submission must include a creative video that addresses this year's competition theme: **The past, present or future of sports at your university.**
**This can be a video highlighting key moments in sports history at your school, an exploration of current university athletes, a sports news feature or similar type of story. The video should be done in a journalistic or documentary style. Tell a story that is compelling and captures the imagination.*
- Videos must be 5-15 minutes in length.
- All video production from initial concept through final edit must be completed by the student or student team.
- You must have permission and/or proper rights to all content submitted. All music, images, graphics, footage and other copyrighted material used in your video **must be properly licensed.** Documentation verifying permission may be requested by NATAS.
- Preferred file format is .MP4, H.264 video codec, AAC audio
- The video file will be uploaded during the submission process.

Essay Requirements

- Each submission must include an essay that explains the journalistic, production and other related skills gained while working on the creative video project.
- Consider your production process. How was research conducted? What production tools were used? What did you learn during the process? In what way, did this project help prepare you for your career or future projects?
- Essay should reflect on the production value as well as the story you've told.
- Length of essay should not exceed 1000 words.
- Content and clarity of writing will be considered when evaluating your submission.
- Essay should be typed and converted to a PDF to be uploaded during the submission process.

How to Submit/Required Information

**All submissions must be done online: <https://theemmys.tv/hbcu/>*

- Student Contact – name, email, phone number
**If submission is from a team, please select one student to be your primary contact.*
- Faculty Advisor – name, email, phone number
- School – department name, address, website
- Production Credits – names and roles for all students involved in the submission
- Video and Essay as described above

Selection and Notification of Winner

- Submissions will be judged by broadcasting and video professionals from across the country during April.
- The winning submission will be announced during the Sports Emmy® Awards ceremony in May 2025.
- The scholarship/grant money will be distributed to the student(s) selected as the competition winner prior to the fall 2025 semester.

IMPORTANT DATES

Deadline for Submissions – March 10, 2025

Judging – March/April 2025

Grant Finalists Announced – April 1, 2025

Grant Winner Announced – May 2025, Sports EMMY® Awards Ceremony, New York

QUESTIONS?

Contact us at HBCU@TheEmmys.tv