



Coca-Cola
**HBCU SPORTS
PRODUCTION GRANT**

ADMINISTERED BY THE



**NATIONAL
ACADEMY
OF TELEVISION
ARTS & SCIENCES**
FOUNDATION

The Coca-Cola HBCU Sports Broadcasting Grant is a **\$40,000 grant program** celebrating outstanding **student storytellers** at **Historically Black Colleges and Universities (HBCUs)** who are passionate about **sports, storytelling and media production**.

This initiative is administered by the **Foundation of the National Academy of Television Arts & Sciences (NATAS)** – the organization behind the **Emmy® Awards** – and honors the next generation of sports media creators who bring to life the voices, pride and impact of HBCU athletics.

Total Grant Pool: \$40,000 to be awarded to one, two or three winning entries depending on the scores.

Exact award tiers will be announced prior to disbursement.

COMPETITION OVERVIEW

Eligibility

To qualify:

- You must be an **undergraduate student enrolled at an HBCU**.
- You may **enter individually** or **as part of a student team**.
- Multiple submissions from the same school are welcome.
- You do **not** need to be a journalism or media major – this competition is open to all storytellers who want to explore the power of sports.

Entries that do not meet these eligibility requirements will not be considered.

WHAT TO SUBMIT

Each entry must include **two components**:

1. A **video submission**
2. A **short essay**

VIDEO REQUIREMENTS

Create a 5–15 minute video exploring this year's theme:

“Excellence Beyond the Field: The Impact of Sports on HBCU Students, Campuses and Communities.”

Your story can highlight:

- Key moments in your school's sports history
- Current athletes and their influence on campus life
- Sports as a force for unity, pride or community change

Your video should be **creative, journalistic or documentary-style** – a compelling story that captures imagination and meaning.

Technical Details:

- Length: 5–15 minutes
- All production – from concept to final edit – must be completed by the student(s)
- You must have rights to all content used (music, images, footage, etc.)
- Preferred format: .MP4 (H.264 video / AAC audio)
- Upload your video during the online submission process

ESSAY REQUIREMENTS

Include an essay (up to 1,000 words) reflecting on your creative and production process.

Consider:

- How you approached research and storytelling
- What tools, techniques, and skills you used
- What you learned and how the experience prepared you for future projects

Essays are evaluated on **clarity, insight, and overall quality of writing**.

Submit your essay as a **PDF** with your online application.

HOW TO SUBMIT

Submit online at <https://theemmys.tv/hbcu>

Provide:

- **Student contact information** (name, email, phone)

If submitting as a team, select one student as the primary contact.

- **Faculty advisor** name, email, and phone
- **School details** (department name, address, website)
- **Production credits** (all students involved and their roles)
- **Video and essay files**

IMPORTANT DATES

Submission Deadline: **March 2, 2026**

Judging: **March – April 2026**

Finalists Announced: **April 2026**

Winners Announced: **May 2026 at the Sports Emmy® Awards in New York**

Grant funds totaling **\$40,000** will be awarded to one, two or three winning entries depending on the scores.

Exact award tiers will be finalized and announced prior to distribution.

QUESTIONS?

Email HBCU@TheEmmys.tv

