

2024 COLLEGE SPORTS MEDIA AWARDS

IN ASSOCIATION WITH

NACDA

MAY 29 - Atlanta

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

2024 OFFICIAL RULES

KEY DATES

February 8, 2024 – April 2, 2024 – Entry Submission Period

May 8, 2024 – Finalists Announced

May 29, 2024 – Awards Presentation at the SVG College Summit

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OVERVIEW

Since its inception, the *SVG College Sports Media Awards in association with NACDA* have recognized the best in class in college sports video production. Over the previous decade, SVG has celebrated those who have pushed the envelope and set a higher standard for all who are part of this talented industry.

Once again, at this year's SVG College 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 staffs that makes them possible.

WHAT'S NEW?

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

- **The College Sports Media Summit has moved dates to May 29 – May 30, 2024, where it had been traditionally held.**
- **Our Location has changed - The ceremony will be live in-person at the Westin Hotel in Atlanta and will be live streamed.**

- **Submission Fees are reinstated for these Divisions: Professional, College Conferences and Governing Bodies, and Collegiate Athletics. Collegiate Students will still be free. Please read the entry requirements and pricing carefully.**

- **We have clarified eligibility in Divisions, combined some categories and we hope that we are giving more organizations the opportunity to become Finalists. We have expanded the Power and Championship categories. Overall, there are now 33 categories, an increase from 27.**

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- **The Program Series category has been rolled under Special Feature, which now has two types – Scripted and Unscripted. Please read the eligibility requirements carefully.**

We continue to support our college sports production membership who, in spite of many restrictions, are doing great work that deserves recognition.

- **For the Collegiate Student Division ONLY, there will be a 3-entry cap per award/category from each entity that meets the submission requirements.**

- **There will be strict adherence to the entry rules. So please read the rules for each DIVISION and CATEGORY before you submit an entry. We will be expecting higher than normal submissions and those that do not meet the rules as we have set them will be notified that their entry is not accepted. They will have the opportunity to edit the entry to meet the requirements and re-submit before the final entry deadline, but there is no guarantee that later entries will be given this privilege as we get close to the entry deadline.**

Based on feedback from our SVG College Advisory Committee members and many who have entered in the past, we have made several adjustments to the Divisions and Categories that we think will make for a more-fair judging process and showcase videos that are made specifically for display in unique environments. This includes name changes so please read carefully. These changes/additions are:

- **For clarification, please carefully. As we did in 2023, we have simplified the naming and qualification of schools in 2 Divisions as follows:**
 - **Power Division** – Defined as schools who are members of the “Power 5” Conferences, based on current alignment. This includes any athletic department in the Southeastern Conference (SEC), Atlantic Coast Conference (ACC), Big Ten Conference (BIG), Pacific 12 Conference (Pac-12), and Big 12 Conference (Big XII). In 2023, Notre Dame will be recognized as a member of the ACC, and Brigham Young will be recognized as a Big 12 institution.
 - **Championship Division** – Defined as all other collegiate institutions outside those defined on the Power Division and includes any NCAA, NAIA, USCAA, NCCAA, ACCA, NJCAA, CCCAA, or NWAC sanctioned athletic programs.
 - **NOTE: Any school that qualifies in the “Championship” Division can enter the “Power” Division if they so choose. However, any school that qualifies for the “Power” Division, must compete in that division.**
- **This applies to Collegiate Athletics and Collegiate Student Divisions and will apply to ALL Categories EXCEPT the “Outstanding Live Non-Game Production.”**

KEY REMINDERS

Please keep in 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, streamed, been made available for download, or exhibited at a public event between April 6, 2023 and April 1, 2024.

- **Entry Deadline**

The final deadline for all entries is April 2, 2024

- **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 (including National Signing Day), live social media Q&As, and the like, should be submitted in the 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 (5) minutes or less and must be one (1) continuous segment. Highlight reels are not accepted. These entries must be what was broadcast or streamed to the viewer. If there is a “Behind the Scenes” version, that should be entered in the Special Features “Unscripted” Category.

- **Entries in the “Live” Categories Must Feature All Live Content**

All submissions in these categories must be a segment of entirely live material. No opens, teases, or features should be included in the sampling.

- **Program Series Category has been eliminated and any of these types of video programming Must Now Be Entered in the Special Features Category, either Scripted or Unscripted Categories.**

It can contain one episode only, if it meets the entry requirements.

- **Special Feature Entries May Not Exceed EightMinutes**

Entries in the Special Feature category are not to exceed Eight minutes in length.

- **Special Feature Can Excerpt from a Full Program, Documentary, or Long-er Form Programming in both Scripted and Unscripted Categories.**

To qualify as a Special Feature in the Scripted or Unscripted Categories, the entry can be an excerpt from a longer program, if it is a continuous segment.

- **Social Media/Digital Videos should be entered in the format that consumers will experience them.** Please indicate on the entry form any relevant information on the production process or goals.

- **In-Venue Videos should contain a full explanation in the entry form of what the intent of the video display is.**

- **CSMA Entrants Receive Free Admission to the SVG College Summit** (May 29 – May 30, 2024, Westin Hotel, Atlanta)

CATEGORIES AND ELIGIBILITY

On **February 5, 2024**, a call for entries will be opened to all entities that produce college sports video.

There are six (6) categories for entry in the College Sports Media Awards that will encompass six (8) divisions for competition: Professional; College Conferences and Governing Bodies; Collegiate Athletics - Power, Collegiate Athletics – Championship; Collegiate Athletics (All Schools); Collegiate Student - Power; Collegiate Student – Championship and Collegiate Student (All Schools). Universities from the U.S. and Canada are eligible.

The Divisions are defined as:

Professional – This division now encompasses *all* television/broadcast networks (be them national or regional), Local TV (OTA) Stations, or independent packagers or production companies. (For example - ESPN, FOX, NBC Sports, CBS, Stadium, SEC Network, ACC Network, Big Ten Network, Pac-12 Networks are included). **There is no award for “Outstanding In-Venue Video” in this Division.**

Collegiate Conferences and Governing Bodies – All college conferences and governing bodies within the NCAA, NJCAA, NAIA, and Canada.

Collegiate Athletics - Power – All member schools of these Power 5 conferences - SEC, Big Ten, PAC 12, ACC, Big 12.

Collegiate Athletics - Championship– All NCAA, NJCAA, NAIA, and accredited institutions in the U.S. and Canada that are not included in the Collegiate Athletics Power Division - These productions are funded, supervised and executed primarily by athletic department employees and their staff (full-time, part-time, freelance, intern, student). These schools may submit in the Power Division if they choose.

Collegiate Athletics – All Schools - All NCAA, NJCAA, NAIA, and accredited institutions in the U.S. and Canada - These productions are funded, supervised and executed primarily by athletic department employees and their staff (full-time, part-time, freelance, intern, student).

Collegiate Student - Power – All member schools of these Power 5 conferences - SEC, Big Ten, PAC 12, ACC, Big 12.

Collegiate Student - Championship– All NCAA, NJCAA, NAIA, and accredited institutions in the U.S. and Canada that are not included in the Collegiate Athletics Power Division - These productions are funded, supervised and executed primarily by athletic department employees and their staff (full-time, part-time, freelance, intern, student). These schools may submit in the Power Division if they choose.

Collegiate Student – All Schools - 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 Divisions will compete for awards in these Six (6) Categories:

1. Outstanding Live Game Production (*time limit of five (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, behind the scenes directors cut, 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. Outstanding Live Non-Game Production (*time limit of five (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.**

3. Outstanding Special Feature - Scripted - (*time limit of eight (8) minutes per entry*) – Cohesive creative (i.e. Scripted) from a video of any length, where the subject matter or theme is singular (one college sports subject) and the content is edited. These can be a complete piece within the time frame OR can be a continuous excerpt from a longer form program, Studio Show, Documentary, or Program Series for example. Themes 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 Scripted Special Feature the Eight (8)-minute video must be a “continuous segment or excerpt” of the finished product as it was distributed and consumed by viewers. For example, a “30 for 30” that starts at 7 minutes and 30 seconds of the documentary should include the 8-minute segment that ends at 15 minutes and 30 seconds. Distribution methods can include linear television, streaming platform, social media platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard.

4. Outstanding Special Feature - UnScripted - *(time limit of eight (8) minutes per entry)* – This can be any type of longer form programming that would fall into the genres of “reality, behind the scenes, highlights or storytelling” as long as it is captured without a formal script. There can be a framework that the director and subjects follow while this is being produced. Editing for the finished program can include voiceovers or narration. Themes 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 an UnScripted Special Feature the Eight (8)-minute video must be a “continuous segment or excerpt” of the finished product as it was distributed and consumed by viewers. For example, a program that captures a team’s season through highlights would be “UnScripted” and the excerpt that starts at 7 minutes and 30 seconds of the program should include the 8-minute segment that ends at 15 minutes and 30 seconds. Distribution methods can include linear television, streaming platform, social media platform, mobile application, IPTV, connected device, OTT service, or in-stadium videoboard.

5. Outstanding Social Media Video - *(time limit of minimum 15 seconds to two (2) minutes per individual entry, six (6) minutes for campaigns)* – Video created solely for the purpose of display on social Media platforms (Facebook, Instagram, Tik Tok, etc) or any app or digital only platform, for any purpose directed at creating an action by a consumer or fan. This includes any 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. *For those entering a series of promos to represent a campaign, the maximum is four (4) related promos (total six (6) minutes) per entry.*

6. Outstanding In-Venue Video - *(time limit of minimum 15 seconds to two (2) minutes per individual entry, six (6) minutes for campaigns)* . Video created for any purpose directed at creating an action by a fan in a venue, arena, stadium, etc using a video board. This includes any 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 only include in-venue videoboard. *For those entering a series of promos to represent a campaign, the maximum is four (4) related promos (total six (6) minutes) per entry.* **THE PROFESSIONAL DIVISION WILL NOT COMPETE FOR AN AWARD IN THIS CATEGORY.**

ENTRY PROCEDURE

- The final deadline for all entries is **April 2, 2024**.
- **Extensions will not be granted unless there are extenuating circumstances, and the request must be made no later than April 1, 2024**
- All entries must be **a minimum of 30 seconds in length. (with the exception of short form fan engagement where the minimum length is 15 seconds)**
- 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 any year since 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” your entries are submitted for judging.
- The Finalists will be announced on May 8, 2024 and posted on the Sports Video Group (www.sportsvideo.org) and SVG College Summit (www.svgcollege.com) website.
- All entrants will be notified of the nominations via email.
- This year’s winners will be announced in an in-person ceremony at the SVG College Summit on May 29, 2024 at the SVG College Summit.

Submission Eligibility Period

Entries must have originally aired, been made available for downloading or streaming, or exhibited in public between **April 6, 2023 and April 1, 2024**.

Number of Entries Allowed

In all Divisions except Collegiate Students, there is no limit on the number of submissions. In the Collegiate Students Divisions, there is a 3-submission cap for each award/category per organization. Each entry is a separate submission. Please make sure all entries abide by the requirements outlined in this document.

SUBMISSION REQUIREMENTS

Each submitting entity will be directed to the 2024 College Sports Media Home Page (<https://collegesportsmediaawards.secure-platform.com/a>), 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 wish to submit. Each entry will be on a separate form. **THERE ARE FEES AND PAYMENT REQUIRED THIS YEAR WITH THE EXCEPTION OF THE COLLEGIATE STUDENTS DIVISIONS.**

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.

BEFORE YOUR ENTRIES WILL BE ACCEPTED FOR JUDGING, YOU MUST COMPLETE THE REVIEW AND CHECKOUT.

Usage of Entries at Ceremony

By entering the 2024 *SVG College Sports Media Awards in association with NACDA*, you are granting permission to have any video submitted to be downloaded and included in a highlight reel of finalists/winners for the awards presentation at the SVG College Summit, at the NACDA Convention in June, and on the College Sports Media Awards website. Entries in the Professional Division will not be added to the College Sports Media Awards website. *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. 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 their knowledge. In addition, they certify 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.

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.
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) **FORMAT MUST BE MM:SS (05:00)** is 5 Minutes, if less than 1 minute use (0:SS).

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 the judging period in April-May, 2024. All balloting will be performed online using secure and password-protected procedures. There will be 2 rounds of judging.
- 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.

Judging will be based on Content, Creativity and Execution

- 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

- Professional – \$100 all entries
- College Conferences and Governing Bodies – First Entry Free, all succeeding entries \$50/entry****
- Collegiate Athletics – First Entry Free, all succeeding entries \$50/entry****
- Collegiate Student – \$0 per entry, cap of 3 entries per category per submitting institution

******You must use coupon code CSMA1FREE2024 and checkout the first entry completely before checking out the remainder of your entries. If you do not use the coupon, there will be no refunds.**

Payments

WILL BE MADE ONLINE THROUGH THE OPEN WATER PLATFORM ONLY.

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 Promotional Campaigns category. Program Series now fall into the Special Features categories and must follow the entry guidelines that are outlined in the rules.

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 with or without notification from the SVG CSMA staff.**

TROPHY INFORMATION

Each winning entry will receive one (1) College Sports Media Award statuette at no cost. If winners require additional statuettes, the request must be submitted by June 30, 2024. These additional trophies will require separate payment and will be shipped to one location only. Honorable Mention and Finalists will receive a certificate for each entry. Customized Trophies may take longer.

QUESTIONS

Please contact: Tom Buffolano of the CSMA's at tbuffolano@gmail.com or Brandon Costa of the Sports Video Group at brandon@sportsvideo.org.

CATEGORY	DIVISION
Outstanding Live Game Production	Professional
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics – Power
	Collegiate Athletics – Championship
	Collegiate Student – Power
	Collegiate Student – Championship

Outstanding Live Non-Game Production	Professional
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics
	Collegiate Student
Outstanding Special Feature - Scripted	Professional
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics – Power
	Collegiate Athletics – Championship
	Collegiate Student – Power
	Collegiate Student – Championship
Outstanding Special Feature - Unscripted	Professional
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics – Power
	Collegiate Athletics – Championship
	Collegiate Student – Power
	Collegiate Student – Championship
Outstanding Social Media Video	Professional
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics – Power
	Collegiate Athletics – Championship
	Collegiate Student – Power
	Collegiate Student – Championship
Outstanding In-Venue Video	
	Collegiate Conferences and Governing Bodies
	Collegiate Athletics – Power
	Collegiate Athletics – Championship
	Collegiate Student – Power
	Collegiate Student – Championship