

# Awards Information & Entry Form

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### **IMPORTANT: PLEASE READ**

Part of BAFTA's remit is to promote excellence to as large an audience as possible. In order to fulfil this, the Academy intends to make clips of the nominated programmes in the EA British Academy Children's Awards available to the public on the BAFTA website, [www.bafta.org](http://www.bafta.org).

By entering your programme for consideration, you are consenting to any clips (including any accompanying soundtrack synch'ed in the clips) to be made available for non-commercial purposes in the context of the Awards for one year on the BAFTA website from 25 October 2010.

## Conditions of Entry

1. Television programmes must have had their original transmission in the UK between 1 July 2009 and 30 June 2010.
2. Web-based entries must have been available online between 1 July 2009 and 30 June 2010. You may not resubmit an entry from previous years unless it can be demonstrated that there are significant new levels of technology or innovation.
3. Feature films must have had their original release in the UK between 1 August 2009 and 31 July 2010.
4. Video games must have had their original release in the UK between 1 August 2009 and 31 July 2010. You may not re-enter previously entered games into the Children's Award.
5. All entries must be accompanied by a jpeg image which will be used on the BAFTA website and in the Awards brochure should the entry be nominated. This should be emailed to [lisap@bafta.org](mailto:lisap@bafta.org).
6. Individuals may enter themselves into the categories of Performer, Presenter and Writer.
7. Editorial initiative and control must reside with the UK producer, broadcaster or developer in all cases except in the categories of Feature Film, International programme and Video Game.
8. Entries must be received no later than 18.00 on Tuesday 13 July 2010. Entries received after the closing date will not be eligible.
9. The entry fee is £99 + VAT per entry.
10. All entries will be listed in category order and the list will be available online for the voting membership of the Academy. Once Academy members have cast their votes, the shortlist of the highest-scoring titles will go to a selected jury.
11. At the second stage of entry, UK broadcasters (cable, satellite and terrestrial) may add to the shortlist. Each broadcaster may enter a maximum of three programmes per category at a cost of £195 + VAT per entry (known as the 'broadcaster's entry'). Film Distributors may enter a maximum of three feature films at this second stage.
12. The jury comprises between five and seven industry practitioners across a range of broadcasters and independent production companies and is chaired by a member of the Academy's Children's Committee. The jury selects both the nominations and the winner.
13. If an entry is short-listed for jury consideration, a minimum of ten copies will be requested in the relevant format. DVDs must be of acceptable quality for viewing and be in the same form and content as originally broadcast, minus commercial breaks.
14. If you are entering a series or serial, you must choose one episode from the series.
15. In the event of your programme being nominated for a BAFTA, you undertake to deliver the following to the Academy: one programme clip of up to 30 seconds (if you have more than one nomination, you undertake to supply different relevant clips for each nomination) on Digital Betacam, or similar common broadcast format, with a viewing copy on DVD with burnt-in timecode. In addition, you hereby grant BAFTA permission to show the clip(s) at the Awards ceremony and on the BAFTA website ([www.bafta.org](http://www.bafta.org)) for one year from the date of the ceremony. In the event of your not being the rights-holder, you hereby indemnify BAFTA and hold BAFTA fully indemnified against any and all claims, suits, damages, judgements, costs and expenses in connection with the usage of the clip(s) as described above, or you will provide to the Academy copies of any necessary permission(s) and all costs paid, if any.

## Conditions of Entry (cont.)

16. Teachers' notes will be requested for learning resources shortlisted for jury consideration.
17. All interactive and learning entries will require a statement demonstrating a recommended pathway/user journey. Walkthroughs should highlight how the resource enhances the user experience.
18. In the event of a nomination, the company entering will be asked to confirm the nomination credits. Please see individual categories for BAFTA nominee credits. A maximum of three names will be permitted in each category, except Feature Film where four names are permitted. Alternatively, 'The Production/Development Team' can be credited.
19. Failure to submit potential nominees' names will make the entry invalid.
20. Up to three masks (for winners) and three certificates (for both winners and nominees) will be issued. For Feature Film up to four masks and certificates will be issued.
21. The winners will be announced at the EA British Academy Children's Awards on Sunday 28 November 2010.

## Notes for Entrants

1. The Board of Trustees of the Academy is the final judge of all rules and procedures.
2. The nominations will be announced at least four weeks before the Awards ceremony.
3. All individual nominees will receive a certificate. Winners will receive a certificate and a BAFTA mask.
4. The Academy reserves the right not to enter into correspondence with entrants on any subject.
5. Correct entry information is the responsibility of the entrant. The Academy is not liable for errors in listings that are the result of incorrect information on the entry form.
6. The Academy cannot be held responsible for programmes being entered in the wrong categories.
7. The BAFTA mask may not be reproduced or used in any commercial manner unless otherwise agreed by the Academy.
8. The BAFTA mask may not be sold or in any way passed on to any third party other than beneficiaries of the winners' estate (heirs). If the winner (or descendants/beneficiaries hereof) wish to part with the Mask, the Mask shall be returned to BAFTA and BAFTA shall pay £1 as good and valid consideration upon return of the mask.
9. In the event of loss or theft of the BAFTA mask, BAFTA should be notified immediately.
10. Any entry which does not comply with these conditions may be disqualified.

## Categories

### ANIMATION

Animated programmes of more than five minutes' duration, for children aged five and over. Animation specials are not eligible in this category if derived from a pre-school series.

**Credited:** Producer/Director

### CHANNEL OF THE YEAR

For the outstanding UK children's channel (terrestrial or multichannel). Entries will be judged on innovation, commissioning, creative scheduling, impact on the viewers and ratings success. Entries require a written submission (maximum 500 words) plus any relevant support material e.g. ratings, programme reviews, relating to programmes broadcast between 1 July 2009 and 30 June 2010.

**Credited:** Channel

### COMEDY

Can include narrative-based comedy and sketch shows.

**Credited:** Producer/Director/Writer

### DRAMA

All children's drama including those programmes commissioned by education departments. Can include single or long-running drama.

**Credited:** Producer/Director/Writer

### ENTERTAINMENT

General entertainment programme.

**Credited:** Producer/Director

### FACTUAL

**Credited:** Producer/Director

### FEATURE FILM

Films can be of any genre but with a specific family appeal (U, PG, 12, 12A). Films must have had their first theatrical screening in the UK between 1 August 2009 and 31 July 2010. Films entered in the Children's Awards may also be eligible for the Orange British Academy Film Awards.

**Credited:** Producer/Director/Writer

### INDEPENDENT PRODUCTION COMPANY OF THE YEAR

For the independent production company which has demonstrated original ideas, high quality children's media and a dedicated interest in the children's audience between 1 July 2009 and 30 June 2010. This category is open to companies working in feature film/television/online/video games. Entries require a written submission (maximum 500 words) plus any relevant support material, e.g. reviews.

**Credited:** Production Company

### INTERACTIVE

For the best use of interactivity and new media for children aged 16 and under. Entries may be related to television programmes and feature films or could include online dramas or any interactive offering incorporating use of the moving image. This category is open to any form of interactive media including web, mobile, IPTV, red button or any cross-platform combination. Emphasis will be placed on creativity and user engagement through the moving image/rich media. Supporting materials will be requested after entry.

**Credited:** Developer or Producer

### INTERNATIONAL

All programmes submitted must have been made and broadcast outside the UK but shown for the first time on UK television between 1 July 2009 and 30 June 2010.

**Credited:** Producer/Director (and Writer for drama)

### LEARNING – PRIMARY

The specific purpose of all entries should be to educate children aged four to 11 and support or complement the curriculum through excellent innovative use of the moving image. Eligible formats include television programmes, www delivery (games or other interactive activities), CD ROM, DVD ROM, DVD and interactive TV. Supporting materials will be requested after entry.

**Credited:** Producer/Director/Developer

### LEARNING – SECONDARY

The specific purpose of all entries should be to educate children aged 11 to 16 and support or complement the curriculum through excellent innovative use of the moving image. Eligible formats include television programmes, www delivery (games or other interactive activities), CD ROM, DVD ROM, DVD and interactive TV. Supporting materials will be requested after entry.

**Credited:** Producer/Director/Developer

## Categories (cont.)

### **PERFORMER**

Open to performers in a UK television programme which is eligible in the comedy, drama, entertainment or pre-school live action categories. Entries should be for an individual performance in a specific programme (not a body of work).

A performer can be entered for a number of different programmes but each programme will require a separate entry form.

**Credited:** Actor/Actress

### **PRE-SCHOOL – ANIMATION**

Animated programmes for children under five.

**Credited:** Producer/Director

### **PRE-SCHOOL – LIVE ACTION**

Live action programmes for children under five.

**Credited:** Producer/Director

### **PRESENTER**

Entries should be for an individual presenter's work for a specific programme (not a body of work). A presenter can be entered for a number of different programmes but each programme will require a separate entry form.

**Credited:** Presenter

### **SHORT FORM**

Programmes of under five minutes' duration, including interstitials.

**Credited:** Producer/Director

### **VIDEO GAME**

Video games specifically aimed at children. Any format eligible. When entering a game, there is no need to be platform specific unless a game has been produced by separate developers/publishers for different platforms. In this case, each developer or publisher may enter its own version. Entries must have been released between 1 August 2009 and 31 July 2010. Games which are entirely delivered via online channels are only eligible in either the Interactive or Learning categories.

**Credited:** Developer

### **WRITER**

Entries are for a specific programme, not a body of work. Includes original scripts, adaptations of fiction and non-fiction and contributions to a continuing series. Please specify on the entry form if the work is original or adapted and the name of the source material (e.g. book, film) and the original author/creator.

**Credited:** Writer

# Entry Form Please complete in BLOCK CAPITALS

## PAGE 1 OF 2 – PROGRAMME DETAILS

### PROGRAMME DETAILS

Name/Title of Entry	<input type="text"/>
Category	<input type="text"/>
Episode (for TV entries)	<input type="text"/>

*Please specify one episode title/number in the case of series and serials*

Date of transmission/release	<input type="text"/>
Duration (in minutes)	<input type="text"/>
TV Channel/Film Distributor/ Game Platform	<input type="text"/>

Production Company/Developer	<input type="text"/>
Producer (for film/TV entries)	<input type="text"/>
Director (for film/TV entries)	<input type="text"/>
Writer (for film/TV entries)	<input type="text"/>

*Please indicate if the work is original or adapted*

### TARGET AGE GROUP

Pre-School       Primary       Secondary

Please specify exact target age range

### SYNOPSIS – maximum 50 words for all entries

This should be a description of the programme you are entering. In the case of specific TV episodes, please give information about the context of the entered episode. The aim of the synopsis is merely to serve as a reminder for the voters. **Details of prizes won, ratings achieved, etc. must NOT be included.**

### OBJECTIVES AND AIMS OF THE FILM/PROGRAMME/VIDEO GAME/ONLINE MEDIA – maximum 50 words

**CLOSING DATE** for all entries is **18:00 on Tuesday 13 July 2010**

# Entry Form Please complete in BLOCK CAPITALS

## PAGE 2 OF 2 – PAYMENT DETAILS

**ENTRY FEE** £99.00 + £17.33 VAT per entry (£116.33 total)

**PAYMENT METHOD** Place an 'X' in one box

Credit/Debit Card  Cheque  Please invoice me

### CREDIT/DEBIT CARD DETAILS

Card Type Visa  Mastercard  Solo  Maestro   
 Card Number  /  /  /   
 Valid From  /  Expires  /  Issue number   
 Security Code  Please debit my card in pounds sterling £

**CARDHOLDER/INVOICEE CONTACT DETAILS** Please complete this section if paying by card or invoice

Name	<input type="text"/>	
Email	<input type="text"/>	
Address	<input type="text"/>	
Town/City	<input type="text"/>	
County	Postcode	<input type="text"/>
Cardholder	Tel	<input type="text"/>
Signature	Date	<input type="text"/>

### CHEQUE DETAILS

I enclose a cheque in pounds sterling for £  *Cheques payable to BAFTA*

### INVOICE DETAILS

Please complete 'Invoicee Contact Details' above and give PO number:

### DECLARATION

I have read, understood and agree to abide by the conditions of entry to the Awards and the terms & conditions of the British Academy of Film and Television Arts

Signature  Date

**PLEASE RETURN TO** Lisa Prime, Head of Children's, BAFTA, 195 Piccadilly, London W1J 9LN  
 t 020 7292 5820 f 020 7292 5868 e lisap@bafta.org

**CLOSING DATE** for all entries is **Tuesday 13 July 2010.**

**VAT REGISTRATION NO:** 653 3113 65 Office Use Only