



The 2008 NCLR ALMA AWARDS

An ABC Network Television Entertainment Special

Rules and Entry Forms

The National Council of La Raza (NCLR) is the largest national Latino civil rights and advocacy organization in the United States. For 40 years, NCLR has been promoting the advancement of Latino families in this country, creating opportunities and opening doors.

The NCLR ALMA (American Latino Media Arts) Awards presentation is an integral part of that mission: a national prime-time ABC Network television entertainment special with a cause – to show how diversity strengthens our country and how inclusion strengthens the entertainment industry.

The 2008 NCLR ALMA Awards presentation - which kicks off National Hispanic Heritage Month - celebrates the people's choice and outstanding artistic achievements of Latinos in motion pictures, television, and music and promotes the diverse, accurate, and proportional portrayals of Latinos in the American media. The 10th ALMA Awards telecast will showcase an extraordinary number of exciting tributes in salute to this historic event. A Creative Arts Awards/Industry Leaders event may be added for this year's 10th celebration to accommodate all awards presentations.

Selection Process Schedule

(The following schedule is subject to change. Please check this website for updates.)

ELIGIBILITY PERIOD:	JANUARY 1, 2007 – MAY 31, 2008
March 31	Rules and Entry Forms available online
June 27	Entry Form deadline for all entries that were originally presented
	May 17, 2008 – May 31, 2008, 5:00 p.m. PST
July 8	Nominations announcement press conference
July 9	Awards selection online polling begins
July 30	Awards selection online polling ends
August 17	2008 NCLR ALMA Awards presentation
September 12	2008 NCLR ALMA Awards broadcast on ABC 9/8c

Motion Picture Distinguished Achievements

(Presentations only to categories that qualify)

Under Consideration to Present in the Telecast or at the Pre-Show or Creative Arts Awards/Industry Leaders Event:

Outstanding Motion Picture
Outstanding Actor
Outstanding Actress
Outstanding Actor in a Supporting Role
Outstanding Actress in a Supporting Role
Outstanding Director
Outstanding Screenplay (original or adapted)

Presented only at a Creative Arts Awards/Industry Leaders Event:

Outstanding Art Direction
Outstanding Cinematography
Outstanding Costume Design
Outstanding Documentary Film
Outstanding Film Editing
Outstanding Foreign Language Film
Outstanding Independent Film
Outstanding Makeup/Hairstyling
Outstanding Music (original score or song)

1. All eligible motion pictures and outstanding performances and achievements in these categories are for English-language feature films (35mm or 70mm film, or in a 24- or 48-frame progressive Digital Cinema format over 40 minutes in running time), publicly exhibited for paid admission (preview and film festivals excluded), and nationally distributed in commercial motion picture theaters in the United States.
2. The motion picture must have had its commercial theatrical premiere during the eligibility period (January 1, 2007 – May 31, 2008) and had a run of at least seven consecutive days. No broadcast and/or cable television or Internet transmission shall have occurred at any time prior to the theatrical premiere.
3. The motion picture must have been advertised and exploited during its run in a manner customary for industry standards.
4. The motion picture's final box office ranking during the eligibility period (January 1, 2007 - May 31, 2008) will be used to measure the people's choice among the U.S. general population.
5. A maximum of five (5) entries in each category with the highest box office gross within the eligibility period (January 1, 2007 – May 31, 2008) which have met all other qualifications will be included in the online Official Final Ballot sent to participating 2008 NCLR ALMA Awards Voting Academy members to determine the winner. If a tie occurs, the fifth nominee or winner will be determined by the success at the box office.

PLEASE REMEMBER THAT RULES 1-5 ARE THE OVERALL RULES IN THIS CATEGORY FIRST USED TO CONSIDER AN ENTRY'S QUALIFICATION FOLLOWED BY THE RESPECTIVE RULE(S) BELOW UNLESS THE OVERALL RULES HAVE BEEN ALTERED IN A RULE FOR A SPECIFIC CATEGORY.

6. The Outstanding Motion Picture category requires a film to be Latino-themed and/or of major relevance to the U.S. Latino community.
7. The Motion Picture Acting categories are for a Latino/a actor who is a member in good standing of the Screen Actors Guild (SAG) and require that the Latino/a actor have a role that is considered a major or important character of the storyline with dialogue comparable to other major or important characters in the motion picture. Individuals considered lead actors must also have prominent billing both on screen and on all promotional materials. A Latino/a actor making a cameo appearance and/or playing himself/herself is not eligible in this category. Acting categories may be added if the number and quality of entries allow for separate drama and comedy categories.
8. The Outstanding Director category is for a Latino/a director of a motion picture.
9. The Outstanding Screenplay (original or adapted) category is for a Latino/a writer. The writer must have either by himself/herself or in conjunction with other story or teleplay writers at least 50% credit/share in the work. The NCLR ALMA Awards staff may require the script of the entry for verification. The script does not have to coincide exactly with what appears on film. If needed, scripts will be requested only when notified of a nomination.
10. The Outstanding Art Direction, Cinematography, Costume Design, Film Editing, Makeup/Hairstyling, and Music categories require that the Latino/a have a minimum of 50% credit/share in the work.
11. The Outstanding Makeup/Hairstyling category is for work that has changed the appearance of a performer's face, or hair, or body created by the application of makeup, prosthetics, wigs, and hairpieces applied directly to the performers face or body.
12. The Outstanding Music (original score or song) category must be original music written for a motion picture.
13. The Outstanding Foreign Language category is defined as a feature-length motion picture with a predominantly non-English dialogue track. Accurate English subtitles are required.
14. The Outstanding Independent Film category is for an English-language (minimum of 60% English/maximum of 40% Spanish) feature film (35mm or 70mm film, or in a 24-

- or 48-frame progressive Digital Cinema format over 40 minutes in running time) with a budget under \$500,000 and relevance to the Latino community. The film must have had its theatrical premiere, been publicly exhibited for paid admission (previews excluded), and nationally distributed in commercial motion picture theaters in the United States in at least the top ten cities with the largest Latino markets. In addition, the independent film must have participated in at least five recognized U.S. Latino film festivals where it was awarded a major prize at each festival. If the independent film meets the distribution and film festival minimum requirements, as well as all other rules that apply to this category, the film will be placed on the ballot.
15. The Outstanding Documentary Film category is for a nonfiction Latino-themed film dealing creatively with cultural, artistic, historical, social, scientific, economic, or other subjects. It may be photographed in actual occurrence, or may employ partial reenactment, stock footage, stills, animation, stop-motion, or other techniques, as long as the emphasis is on factual content and not on fiction. A program considered primarily a promotional program, a purely technical instructional program, or an essentially unfiltered record of a performance will not be considered eligible. The above motion picture national distribution requirement will be waived if a documentary film was shown at a minimum of five (5) major competitive U.S. Latino film festivals where it was awarded a major prize at each festival. If the documentary film meets the film festival requirement, as well as all other rules that apply to this category, the film will be placed on the ballot.
 16. One NCLR ALMA statuette is awarded in each category unless there are two, but no more than three, individuals submitted together as one in a category.
 17. The NCLR ALMA Awards staff will determine what categories under consideration are eligible to be included in the 2008 NCLR ALMA Awards Nomination Ballot based on the entries that qualify. There must be a minimum of five (5) entries that qualify in a category for the category to be included in the Nomination Ballot sent to the NCLR ALMA Awards Voting Academy.
 18. Entries will be notified of a nomination on Tuesday, July 8, 2008.
 19. To remind NCLR ALMA Awards Voting Academy members of a nominated film or performance, we encourage individuals submitting entries to provide a clip or the entire work online on Windows Media, Real Video, or Macintosh QuickTime formats. Clips should be at least between five and ten minutes in length.
 20. Eligibility will be determined by the information provided on the entry form. Film or performance clips with credits may be requested to verify an entry.
 21. Any materials submitted will **not** be returned.
 22. **The NCLR ALMA Awards staff will disqualify any entry any time if they are unable to verify the qualifications based on the official rules by Friday, June 6, 2008 or it is found that the information provided is not accurate or too incomplete to make a determination. The staff's decision is final.**

Special Distinguished Achievements

1. Special Achievement Awards are recommended by the NCLR ALMA Awards Production Leadership Team (NCLR ALMA Awards staff, executive producers, and producers) to NCLR President and CEO Janet Murguía who, in her role as the 2008 NCLR ALMA Awards Executive Producer, works with the NCLR ALMA creative team in deciding who to recognize.
2. Examples of the 2008 NCLR ALMA Special Achievement Awards under consideration are:

Entertainer of the ALMA Decade
Humanitarian Award
Person of the Year
Producer(s) of the Year (Motion Picture, Television, or Music)
Industry Leader's Award(s)
President's Award
Lifetime Achievement Award
Motion Picture Special Achievement Award
Television Special Achievement Award
Music Special Achievement Award
Fashion Designer Career Award
Top 10 Greatest Motion Pictures, Television Programs, and Music Videos

The 2008 NCLR ALMA Awards Voting Academy Members

1. The 2008 NCLR ALMA Awards Voting Academy members comprise past award recipients and nominees, members of industry trade organizations, leaders of media associations, industry professionals, leaders of NCLR Affiliate organizations, members of the NCLR Board of Directors and members of the NCLR Corporate Board of Advisors.
2. Entries that have met all qualifications in categories that have been qualified will be included in the online Official Final Ballot sent to participating 2008 NCLR ALMA Awards Voting Academy members on Wednesday, July 9, 2008.
3. Deadline for returning the Official Final Ballot is on Wednesday, July 30, 2008.
4. Winners will be announced at the 2008 NCLR ALMA Awards Presentation, Pre-Show, or Creative Arts Awards/Industry Leaders event on August 16 or 17, 2008.

The National Council of La Raza (NCLR) reserves the right to have the final authority and responsibility to amend the rules to fulfill the goals and objectives of the NCLR ALMA Awards Presentation; its decisions are final.



2008 NCLR ALMA AWARDS

ENTRY FORM FOR MOTION PICTURE CATEGORIES

**SUBMISSION DEADLINE: FRIDAY, JUNE 6
8:00 P.M. EST/5:00 P.M. PST**

Eligibility period: January 1, 2007 - May 31, 2008. Please read the 2008 Rules very carefully before completing the Entry Form. For assistance, email: lmartinez@nclr.org

A SEPARATE FORM MUST BE USED FOR EACH SEPARATE INDIVIDUAL/PROJECT SUBMITTED

SUBMISSION FOR (Please check one): **(1) Individual** _____ **(2) Film Project** _____

CATEGORY INTERESTED IN SUBMITTING: _____

(Categories are listed in the Rules. The NCLR ALMA Awards staff has final determination of category placement of all entries.)

(1) IF THIS IS A CATEGORY FOR AN INDIVIDUAL, WHAT IS THE INDIVIDUAL'S NAME?

INDIVIDUAL'S NAME: _____

If THE INDIVIDUAL IS AN ACTOR/ACTRESS, WHAT IS THE INDIVIDUAL'S CHARACTER NAME IN THE FILM?

CHARACTER'S NAME: _____

(2) IF THIS IS A CATEGORY FOR A FILM PROJECT, WHAT IS THE FILM PROJECT'S TITLE?

FILM PROJECT'S TITLE: _____

BOTH INDIVIDUAL AND FILM PROJECT ENTRIES MUST COMPLETE THE FOLLOWING:

FILM TITLE: _____

DIRECTOR: _____

PRODUCER(S): _____

PRINCIPAL CAST: _____

THEATRICAL RELEASE DATE: _____

RUNNING TIME: _____

FINAL BOX OFFICE GROSS AMOUNT (As of May 31, 2008): _____

(DOCUMENTARY ONLY) FESTIVAL SCREENING(S) DATE AND LOCATION(S) (Please use a separate sheet of paper if needed or submit any promotional material available with all the screening locations and dates): _____

PROJECT SYNOPSIS (Fifty [50] words or less. Please use a separate sheet of paper if needed or submit any promotional material available with the synopsis): _____

IF AN INDIVIDUAL ENTRY, INDIVIDUAL'S MEMBERSHIP IN GOOD STANDING IN THE FOLLOWING GUILD(S) (Please check):

SAG **DGA** **WGA** **Other** _____

PERSON SUBMITTING THIS ENTRY (Entries can be made by Agents, Managers, Producers, and/or Studios):

NAME: _____ PHONE: _____

TITLE: _____ COMPANY: _____

EMAIL: _____ FAX: _____

SIGNATURE: _____

STUDIO PRODUCTION COMPANY REPRESENTATIVE (If different from person submitting):

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

ADDRESS: _____

E-Mail: _____ FAX: _____

MANAGEMENT/AGENT/AGENCY CONTACT INFO (If different from person submitting):

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

ADDRESS: _____

E-Mail: _____ FAX: _____

It is important to list home or business addresses for each entrant so that they to receive the 2008 NCLR ALMA Awards information in a timely manner.

OPTIONAL

To remind NCLR ALMA Awards Voting Academy members of a nominated film or individual performance, we encourage individuals submitting entries that get nominated to provide a clip or the entire work online on Windows Media, Real Video, or Macintosh QuickTime formats. Clips should be at least between five and ten minutes in length. If the entry is nominated,

please include where the NCLR ALMA Awards Voting Academy members will be able to locate a clip or entire work online and in what format:

The 2008 NCLR ALMA Awards **Entry Form is due Friday, June 6, 2008** by 8:00 p.m. EST/5:00 p.m. PST. Mail or fax all Entry Forms to:

The 2008 NCLR ALMA Awards Staff
c/o Leroy V. Martinez
National Council of La Raza
Raul Yzaguirre Building
1126 16th Street, NW
Washington, DC 20036
Phone: (202) 776-1738 Fax: (240) 331-5616

I HAVE OBTAINED THE PERMISSION AND THE AUTHORITY FROM THE PRODUCTION COMPANY TO MAKE THE FOLLOWING WARRANTIES, REPRESENTATIONS, AND WAIVERS: I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY CONSENTS TO THE NCLR ALMA AWARDS' USE OF HIS/HER NAME AND LIKENESS. I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY GRANTS THE NCLR ALMA AWARDS THE RIGHT TO USE ANY MATERIAL SUBMITTED INCLUDING NAMES AND LOGOS (INCLUDING THOSE WHEREIN NAMES OF ADVERTISERS MAY BE MENTIONED) TO PROMOTE THE SUBMISSIONS PROCESS AND THE NCLR ALMA AWARDS BY SUCH MEANS INCLUDING, BUT NOT LIMITED TO: PRESS RELEASES, SHOW PRODUCTION, INTERNET, PANELS, SOUVENIR JOURNAL, AND OTHER MEANS. I WARRANT AND REPRESENT THAT THE PRODUCTION COMPANY WAIVES ALL RIGHTS TO LEGAL RECOURSE REGARDING SUCH USES AND AGREES TO DEFEND, INDEMNIFY, AND SAVE FREE AND HARMLESS NCLR AND ITS AGENTS, OFFICERS, AND EMPLOYEES AGAINST ANY AND ALL LOSSES, INJURIES, CLAIMS, ACTIONS, CAUSES OF ACTION, JUDGMENTS, LIENS, DAMAGES, AND EXPENSES, INCLUDING REASONABLE ATTORNEYS FEES, WHICH MAY RESULT FROM NCLR'S USE OF MATERIALS SUBMITTED OR FROM A BRANCH OF THE WARRANTIES AND REPRESENTATIONS PROVIDED HEREIN.

AUTHORIZED SIGNATURE: _____

PRINT NAME AND TITLE: _____

FOR OFFICE USE ONLY

DATE FORM RECEIVED: _____