



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 6	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

Television 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 Television Series, Mini-Series, or Movie
Outstanding Actor in a Television Series, Mini-Series, or Movie
Outstanding Actress in a Television Series, Mini-Series, or Movie
Outstanding Supporting Actor in a Television Series, Mini-Series, or Movie
Outstanding Supporting Actress in a Television Series, Mini-Series, or Movie
Outstanding Variety, Music, or Comedy Special
Outstanding Performance in a Variety, Music, or Comedy Special
Outstanding Director of a Television Series, Mini-Series, or Movie
Outstanding Writing for a Television Series, Mini-Series, or Movie

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

Outstanding Made-for-Television Documentary
Outstanding Makeup for a Television Series, Mini-Series, Movie, or Special
Outstanding Costume for a Television Series, Mini-Series, Movie, or Special
Outstanding Hairstyling for a Television Series, Mini-Series, Movie, or Special
Outstanding Performance in a Daytime Drama Series
Outstanding Daytime Children's Series
Outstanding Anchor, Host, or Correspondent of a National News Program

1. All eligible television programs, performances, and outstanding achievements in the prime time categories are for a prime time (7/6c to 12/11c) English-language television series, made-for-television movie, mini-series, or documentary, variety, music or comedy special, and news program, originated for television, and originally transmitted nationally on a major broadcast or cable network in the United States. Original syndicated programs are not eligible.
2. A minimum of 13 new episodes of the prime time television series must have aired **during the qualification period (January 1, 2007 and May 31, 2008) in which the theme, storyline, and main characters are presented under the same title and have continuity of production supervision.** A series is not eligible if it was canceled or not renewed for the 2007 fall season and/or the 2008 spring season.
3. The television program's success in the Nielsen ratings will be used to measure the people's choice among the U.S. general population.
4. A maximum of five (5) entries in each category with the highest Nielsen ratings (the final Nielsen ranking for the 2007 fall season and/or 2008 spring season will be used for series entries) 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 who ranks higher in the Nielsen ratings.

PLEASE REMEMBER THAT RULES 1–4 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.

5. The Outstanding Television Series, Mini-Series, or Movie category requires the work to be Latino-themed and/or of major relevance to the U.S. Latino community.
6. The Acting categories require that the Latino/a actor be part of the permanent cast and play a character that is a major part of the storyline with dialogue comparable to other major characters in the series. Individual considered lead actors must have onscreen credit at the top of the program and on all promotional materials. A Latino/a actor with guest billing, making a cameo appearance, and/or playing himself/herself is not eligible. In the series categories, the Latino/a actor must appear in 50% of the total series first-run episodes. If a Latino/a actor leaves the series, the series was canceled or not renewed for the 2007 fall season, or the season was not renewed for the 2008 spring season, he/she is not eligible. The Latino/a actor must be a member in good standing of the Screen Actors Guild (SAG). Acting categories may be added if the number and quality of entries allow for separate drama and comedy categories.
7. The Outstanding Director of a Television Series, Mini-Series, or Movie category is for a Latino/a director’s work on a single television series episode, mini-series, or movie. The Directors Guild of America (DGA) membership and rules are required and applicable in this category.
8. The Outstanding Writing for a Television Series category is for a Latino/a writer’s work on a single television series episode, mini-series, or movie. The Writers Guild of America (WGA) membership and rules are required and applicable in this category. 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 episode. If needed, the script will be requested only when notified of a nomination.
9. The Outstanding Variety, Music, or Comedy Special category is for a single program special that is Latino-themed and/or of major relevance to the U.S. Latino community.
10. The Outstanding Performance in a Variety, Music, or Comedy Special is for a Latino/a or Latino/a group’s performance in a single program special.
11. The Made-for-Television Documentary category is for a nonfiction Latino-themed film or video and/or film or video of major relevance to the U.S. Latino community 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.

12. The Outstanding Costume for a Television Series, Mini-Series, Movie or Special category is for a Latino/a who is either the sole costume designer or the sole costumer for a single television series episode or mini-series, movie, or special.
13. The Outstanding Hairstyling for a Television Series, Mini-Series, Movie, or Special category is for a Latino/a who actually executes the hairstyle on the performer(s) and/or styles and applies the wig(s) in a single television series episode or mini-series, movie, or special.
14. The Outstanding Makeup for a Television Series, Mini-Series, Movie, or Special category is for a Latino/a who actually applies the makeup on the performer(s) in a single television series episode or mini-series, movie, or special.
15. The Outstanding Performance in a Daytime Drama Series category is for a Latino/a actor's continuous role in a daytime English-language television drama series, originated for television, and originally transmitted nationally on the major broadcast networks in the United States. If an individual leaves the series, the series was canceled or not renewed for 2007 fall season, or the series was not renewed for the 2008 spring season, he/she is not eligible.
16. The Outstanding Daytime Children's Series category is for a daytime television series that is English-language Latino-themed and/or of major relevance to the U.S. Latino community. It must have aired a minimum of 13 new episodes in which the theme, storyline, and main characters are presented under the same title and have continuity of production supervision. The series main content and target audience must be for children.
17. The Outstanding Anchor, Host, or Correspondent of a National News Program category is for a Latino/a who is a permanent member of a daily or weekly national daytime or primetime news program on a major broadcast or cable network. If an individual leaves the news program, the news program was canceled or not renewed for the 2007 fall season, or the news program was not renewed for the 2008 spring season, he/she is not eligible.
18. 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.
19. 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.
20. Entries will be notified of a nomination on Tuesday, July 8, 2008.

21. To remind NCLR ALMA Awards Voting Academy members of a nominated television episode, performance, documentary, mini-series, movie, or special program, we encourage individuals submitting entries to provide a clip or the entire work online on Windows Media, Real Video, or Macintosh QuickTime formats.
22. The length of the television series episode, documentary, mini-series, movie, or special available for preview may not exceed the actual aired running time. If the episode is in two parts, both parts may be submitted as long as they do not cumulatively exceed the running time of both series' aired episodes. The complete documentary or special is recommended to be available for preview. A performance clip must be at least five minutes in length.
23. Eligibility will be determined by the information provided on the entry form. A television episode, performance, documentary, mini-series, movie, or special program clip with credits may be requested to verify an entry.
24. Any materials submitted will **not** be returned.
- 25. 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 TELEVISION 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/TELEVISION PROGRAM SUBMITTED

SUBMISSION FOR (Please check one): **(1) Individual** _____ **(2) TV Program** _____

CATEGORY: _____

(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 TV SERIES, MINI-SERIES, OR MOVIE?

CHARACTER'S NAME: _____

(2) IF THIS IS A CATEGORY FOR A TV PROGRAM (SERIES, MINI-SERIES, MOVIE, OR SPECIAL), WHAT IS THE TV PROGRAM'S TITLE?

TV PROGRAM'S TITLE: _____

BOTH INDIVIDUAL AND TV PROJECT ENTRIES MUST COMPLETE THE FOLLOWING:

TV PROGRAM TITLE: _____

TITLE OF SERIES EPISODE OR PART OF MINI-SERIES CHOSEN FOR SUBMISSION:

AIR DATE OF SERIES, SERIES EPISODE, MINI-SERIES, MOVIE, OR SPECIAL:

RUNNING TIME: _____

TV NETWORK IN WHICH PROGRAM AIRED: _____

TIME SERIES, SERIES EPISODE, MINI-SERIES, MOVIE, OR SPECIAL ENTERED AIRED:

**AIR DATES OF AT LEAST TWELVE (12) ADDITIONAL SERIES EPISODES TO MEET
RULE REQUIREMENT OF A MINIMUM OF 13 EPISODES** (If applicable or not answered
above):

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

NIELSEN RATING (If a series, average rating at the end of May 31, 2008): _____

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

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

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

NAME: _____ PHONE: _____

TITLE: _____ COMPANY: _____

EMAIL: _____ FAX: _____

SIGNATURE: _____

NETWORK OR 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 receive this 2008 NCLR ALMA Awards information in a timely manner.

OPTIONAL

To remind NCLR ALMA Awards Voting Academy members of a nominated TV program 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 NETWORK AND/OR 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, 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: _____