



2025 NAMIC VISION AWARDS

CALL FOR ENTRIES

Entry Deadline: Wednesday, January 29, 2025

FEE: \$375 Per Entry

Founded more than 30 years ago, the 2025 NAMIC Vision Awards will again salute and recognize original content created for television and/or digital platforms that reflects the increasingly diverse, multi-ethnic, and multicultural viewing audience. NAMIC celebrates programming that is reflective of the depth and breadth of the lives, spirit, and contributions of people of color.

AWARDS CATEGORIES

Qualifying programs will be recognized in the following 17 categories:

- Animation
- Children's
- Comedy
- Documentary
- Drama
- Foreign Language
- Lifestyle
- News/Informational
- Original Movie or Special
- Reality
- Reality – Social Issues
- Sports
- Variety/Talk Show
- Best Performance – Comedy
- Best Performance – Drama

- Digital Media – Short Form (*29 minutes or less, may include interstitial programming*)
- Digital Media – Long Form (*30 minutes to one hour*)

Descriptions for all categories can be found [here](#).

JUDGING CRITERIA

Entries will be judged by a distinguished panel of media and entertainment industry executives based on:

- Overall imagery (creativity, originality, presentation)
- Sensitivity (the consideration given to social or cultural nuances)
- Writing (the depiction of issues relevant to people of color)
- Acting (the actor has delivered an outstanding performance)

ELIGIBILITY

Those eligible to submit entries include:

- Broadcast Networks (National, Network-Owned and Operated, Affiliates)
- Cable Networks (National and Regional)
- Cable Operators (for local origination programming)
- Syndicators (First-Run Original Programs)
- VOD content for digital platforms – web or mobile
- Any production company, distributor, or syndicator (content must have aired/streamed on an eligible platform)

Programs must be original and have aired between November 1, 2023 and November 30, 2024.

ENTRY DEADLINE

Completed entry submissions and payments are ***due by Wednesday, January 29, 2025 by 11:59 PM EST.***

ENTRY REQUIREMENTS

The following must be submitted with each program entered to be considered:

1. You can provide access credentials/information to access the entry online via your streaming service or you can upload your entry/entries in the following video file formats: .m4v, .mp4, .wmv, and .mov
2. Entry fee payment; submissions that do not include payment will not be considered for judging
3. A fully completed online entry form; be sure to list the entry exactly as you wish it to appear in promotional materials
4. Program description and running time (150-word limit)
5. Network-approved credit sheet/cast list
6. English language transcript for foreign language programs or English subtitles
7. Your online registration should include an entry submission contact, a company programming contact, and a company publicity contact

Incomplete or late entries will not be judged. You will be notified if your entry is disqualified for any reason. Entry fees are not refundable.

FOREIGN LANGUAGE ENTRIES

Foreign language programs may be entered in any category as long as English subtitles are included.

ENTRY FEE

The cost **per entry is \$375**, which is payable by credit card or electronic payment via ACH. Submissions that do not include payment will not be considered for judging.

For questions and banking instructions to submit payment via ACH, contact Amy Kemp, Programs Associate, at amy.kemp@namic.com.

NAMIC VISION AWARDS TIMELINE

- **Wednesday, January 29, 2025 by 11:59 PM EST** – Entry Deadline
- **April 2025** – Nominations Announcement
- **May 2025** – Winners Announcement

NOMINEE AND WINNER INFORMATION

If, after judging, your entry is a nominee and/or winner, NAMIC will notify the contact on the official entry form by email in advance of the public announcement.