

EMMY 1999 ~ Inside the Creative Craft Awards

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Emmy knows Daytime TV is a creative as well as performative craft

Honing the Craft

Whenever the term "daytime" is used in conjunction with the entertainment industry, "soap opera" immediately comes to mind. However, to the National Academy of Television Arts and Sciences, and the Academy of Television Arts and Sciences (NATAS and ATAS), "Daytime" equates to all television programs broadcast between the hours of 2:00 AM and 6:00 PM and includes everything from animation and talk shows, to food shows, children's' shows, and drama series (aka the soaps), all delivered to the broadcast audience by an expert pool of technicians, artists, sound designers, and other behind the scenes talent.

The NYC-based Daytime Emmy Creative Craft Awards event honoring the most outstanding talent in the behind the scenes categories was held in the heart of Times Square at the Marriott Marquis Hotel. Dinner was French and served buffet style. Although dress was black tie, most of the women wore cocktail dresses, not gowns.

John Cannon, President of NATAS asked that recipients speak no longer than 30 seconds, and that only one member from each group speak on behalf of the group. A camera crew from Dick Clark Productions and CBS taped the night's activities. Highlights will air on the 26th Annual Daytime Emmy Awards Show on Friday, May 21st.

In addition to the Awards presented in New York, a west coast event was held in Beverly Hills at the Beverly Hilton Hotel.

Without the benefit of a television production's "cue cards," presenters worked from a booklet containing brief comments and the nominee information for the categories they were presenting.

Scheduled from 7-9 PM, the evening's events concluded by 8:45 PM.