



# 2010 Festival of Media Arts Faculty Competition

## Call for Entries and Official Rules

The BEA Festival of Media Arts is an international exhibition of award-winning faculty and student works chosen in the following competitions: audio, documentary, interactive multimedia, 2-year/small colleges, news, scriptwriting, sports, and video. Winners will receive recognition and exhibition of their works during BEA's annual convention in Las Vegas, April 15-17, 2010

### Eligibility Requirements

1. **Predominate Authorship and Originality:** The festival invites submissions of original creative works in which the entrant maintained predominant authorship over the project's content and aesthetics (producing, directing, writing, editing, etc.). For larger productions, the entrant may be the executive producer only if significantly involved in the entry's design and creation. Previously submitted works will not be accepted. However, a derivative of a previously submitted work may qualify for submission if it can be shown that substantial changes have been made to the original work. In cases where the work is not entirely original, the entrant must provide additional clarification. Works-in-progress will not be accepted.
2. **Completion Date:** Only works completed after December 7, 2008 are eligible for submission.
3. **BEA Members Only:** The competition is open to full-time faculty members who were employed at a university, college, or community/technical college in 2009 and who are current individual members of BEA. Membership forms and information are available on the BEA website at [www.beaweb.org](http://www.beaweb.org).
4. **Legal Permissions:** The entrant agrees to clear all licenses, copyrights, and permissions to ensure that the submission can legally and ethically be presented at the BEA convention and online at the BEA Festival website. If an entity other than the entrant owns the rights to all or part of the submitted program, the entrant must attach written consent from the owner or an authorized representative of the owner to the entry form.
5. **Language:** Works must be in English or have English subtitles.
6. **Submission Deadline:** Video, audio, scriptwriting, and website entries must be submitted online. Online submissions will be accepted through December 11, 2009. Entrants will be notified of the results by February 12, 2010.

### Submission Requirements

1. **One Entry Form for Each Entry:** Entrants must submit one complete online entry form for each work submitted. Unless otherwise noted, an individual work can be entered in one category only with a maximum of three entries (per entrant) overall.
2. **Entry Fee:** A non-refundable entry fee of \$35.00 (U.S.) is required for each work submitted. Paying by credit or debit card online is the best way to ensure that your payment is received on time. Check or money order payments are accepted, but must be received by December 8, 2009.
3. **Choose the Appropriate Competition and Category:** Entrants are responsible for submitting their work to the appropriate competition and category. If the competition chair determines that an entry does not fit the selected category, the entry may be rejected.

4. **Submission Process:** Entrants must follow the online procedures for electronically submitting video, audio, scriptwriting, and website entries. Media submissions that fail to work or are not comprehensible for any reason will result in the disqualification of the entry. Failure to properly complete any portion of the submission process (completing the online entry form, submitting the media, and paying the entry fee) will disqualify the entry from the competition.

## Judging Process

1. **Evaluation Criteria:** Entries are evaluated according to the following criteria: 1) professionalism; 2) the use of aesthetic and/or creative elements; 3) sense of structure and timing; 4) production values; 5) technical merit; and 6) the overall contribution to the discipline in both form and substance.
2. **Judging:** A panel comprised of media educators and/or industry professionals with expertise in the submitted category will judge each entry. Short-form entries (less than 15 minutes) will be viewed in their entirety. For long-form entries, judges are required to watch at least 15 minutes of each entry. An entrant may serve as a judge for a festival competition, however, the entrant may not judge in any category in which he or she has entered. Judges will not be assigned to review an entry where there is an obvious conflict of interest or in cases where the judge is institutionally affiliated with an entrant.
3. **Blind Review:** Every effort will be made to conduct a blind review of each submission. Wherever possible, entrants should remove information that points to the identity of the work's author and/or co-author(s).

## Award Levels and Prizes

1. **Award Levels:** The competition chair will review the judging evaluation forms and determine the final ranking and award level for each winning entry as follows:
  - Best of Festival – The top-ranked entry in the overall competition (across all categories) is eligible to receive the BEA Best of Festival King Foundation Award. Best of Festival winners will receive a \$1,000 cash award from the Charles and Lucille King Family Foundation and a copy of professional video or audio editing software from Avid Technology. Best of Festival winners will be honored during a special ceremony at the BEA convention.
  - Best of Competition - The top-ranked entry in each competition category is eligible to receive a Best of Competition award.
  - Award of Excellence – All other entries (second-ranked or lower) are eligible to receive an Award of Excellence.

Awards are based on the individual merit of an entry. Winners may or may not be chosen for all categories and/or award levels. The decision of the judges is final.

2. **Plaques and Trophies:** Each winning entrant will receive two award plaques at no charge. The first goes to the winning entrant or team and the second to the winner's institution. Each Best of Festival winning entrant will receive one award trophy. Additional plaques and trophies may be ordered after the convention.
3. **Exhibition:** Winners are expected to attend the 2010 BEA Convention in Las Vegas to receive their award and exhibit their winning entry during the competition's scheduled festival session. Faculty winners are responsible for all costs associated with attending the convention including airfare, housing, meals, and BEA conference registration.

## Faculty Competitions and Categories

There are seven faculty competitions. In addition to the general rules stated above, each competition has its own unique structure and requirements. Entrants are encouraged to submit their work to the most appropriate competition and category, and to adhere to the specific rules of the chosen competition as stated below.

### Faculty Audio Competition

The entry must have aired on a broadcast station or Internet radio station between December 7, 2008 and December 6, 2009. Entrants must provide the airdate and the radio station call letters or Internet Website Address on the entry form.

#### Categories

- Radio Station Promo, Public Service Announcement, Commercial - Submit one spot not to exceed 60-seconds in length. *Promos* are traditionally spots produced to promote listening or enhance station image. *PSAs* are traditionally spots produced to promote a charitable or nonprofit organization. *Commercials* are traditionally spots produced to sell goods or services.
- Radio Documentary - Submit no more than a 15-minute scoped audio clip that reflects the program content; documentaries are traditionally programs that utilize actuality audio, narration, music, and other elements to present actual events, real people or any factual account of a situation. Make sure that there are no means of identification in the clip that you submit.
- Sports Production - Submit no more than a 10-minute scoped audio clip that reflects the program content; sports production includes play-by-play broadcasts, sports magazine programs, or other similar content. Make sure that there are no means of identification in the clip that you submit.
- Short-Form Production - Submit no more than a 5-minute production that does not fit in the above categories. Make sure that there are no means of identification in the clip that you submit.
- Long-Form Production - Submit no more than a 20-minute scoped audio clip that reflects the program content of a radio production that originally exceeded 5-minutes in length and does not fit in any of the preceding categories.

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### Faculty Documentary Competition

This competition is for Faculty Video or Film Documentary submissions only. Audio documentaries should be submitted to the Faculty Audio Competition. The Competition Chair reserves the right to disqualify entries that appear to be primarily promotional in nature.

#### Categories

- Long Form Video or Film Documentary (40:00 and longer)
- Short Form Video or Film Documentary (under 40:00)

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### Faculty Interactive Multimedia Competition

Fixed media entries that cannot be submitted online, must be submitted on CD-ROM or DVD. Send four (4) copies of your fixed media project to:

Mary Schaffer, Faculty IMM Competition Chair  
California State University-Northridge  
Department of Cinema & Television Arts  
18111 Nordhoff Street  
Northridge, CA 91330

Mailed entries must be postmarked by December 1, 2009 and received by the Faculty Interactive

Multimedia competition chair by December 8, 2009.

CD-ROMs and DVDs must be clearly labeled with only the title of the entry (as listed on the entry form). To ensure an effective blind review process, labels and the content of the work itself (if possible) should not contain any information that points to the identity of its author(s). Entries received by mail **WILL NOT** be returned.

Website, or web-based submissions should not be changed, except for required content updates, between December 11, 2009 and February 15, 2010.

DVD entries will be considered in the IMM Festival competition if they contain significant additional material and/or an original interface design. DVD's created primarily as a means to deliver a video program should be entered in the video competition.

The entrant must provide instructions if a special plug-in is required for viewing, if specific browser/platforms are required, or if there are any other specific hardware or software requirements and settings necessary for the operation of the entry.

### **Categories**

- Educational - Departmental or college websites related to BEA-affiliated academic disciplines, course websites, instructional tutorials used in courses. This category is limited to projects that further the educational mission of the BEA.
- Documentary / Promotional / Informational - Documentary and journalistic productions, websites for organizations and institutions not included in the "Educational" category. Interactive promotional or advertising projects. This category is open to a wide range of documentary, informational, and promotional projects not focused on the educational mission of the BEA.
- Entertainment & Emerging Technologies - Games, DVD interfaces, mobile applications, other interactive projects. This category is open to a wide range of projects that are focused on entertainment including serious gaming, projects that target alternative delivery systems such as mobile phones, or projects that employ emerging technologies in significant ways.
- Solo - Any type of interactive production created **without** the support of other production personnel.

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### **Faculty News Competition**

The entry must have aired on a broadcast station or Internet site between December 7, 2008 and December 6, 2009. Entrants must provide the airdate and the station call letters or Internet Website Address on the entry form.

Individual reporting entries should run between 1:30 and 5:00 minutes.

### **Categories**

- Television: Hard News Reporting
- Television: Feature News Reporting
- Radio: Hard News Reporting
- Radio: Feature News Reporting

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### **Faculty Scriptwriting Competition**

Entrants may submit as many scripts as they choose; however, any entrant may win only one prize.

Scriptwriting entries must be submitted online in PDF format only (most screenwriting programs will create a PDF file either by "saving as" PDF or "printing to" PDF). Check your software documentation for instructions. Scripts must be clearly labeled with only the title of the script as listed on the entry form and

the competition category. To ensure an effective blind review process, the entrant's name and identifying information should not appear on the script.

Each script must be in English and conform to the "Master Scene Screenplay" format for motion picture screenwriting used in the Academy of Motion Picture Arts and Sciences Nicholl Fellowships Competition. Sample formats may be found at this link: <http://www.oscars.org/nicholl/format.html> (This format is further detailed in The Hollywood Standard: the Complete and Authoritative Guide to Script Format and Style, by Christopher Riley, from Michael Wiese Productions). Failure to follow proper format is grounds for disqualification.

### **Categories**

- Short Subject (15 - 35 pages): Scripts may be any narrative fictional genre and may be live-action, animation, or a combination of both.
- Feature (90 – 120 pages): Scripts may be any narrative fictional genre and may be live-action, animation, or a combination of both. There is no theme for the feature competition.

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### **Faculty Sports Video Competition**

The entry must have aired on a broadcast station or Internet site between December 7, 2008 and December 6, 2009. Entrants must provide the airdate and the station call letters or Internet Website Address on the entry form.

### **Categories**

- Short Form Sports Video Feature (30 seconds-10 minutes)
- Long Form Sports Video Feature (11 minutes-30 minutes)

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### **Faculty Video Competition**

The entry must have aired on a broadcast station or Internet site between December 7, 2008 and December 6, 2009. Entrants must provide the airdate and the station call letters or Internet Website Address on the entry form.

### **Categories**

- Commercial or Public Service Announcement (PSA) Video - Traditionally, commercials are short spots produced to sell goods and services while PSAs are short spots produced to promote a charitable or nonprofit organization.
- Educational or Instructional Video - Traditionally, these are longer pieces produced to teach historical, theoretical and research concepts, or a skill, technique or procedure to students and audiences.
- Mixed Video (Teacher/Student Co-Production) - Traditionally, this broad category deals with
- co-productions created between teachers and students, in which both parties are directly responsible or co-performing one of the writing, directing, or editing duties of the piece.
- Narrative Video - Traditionally, these are dramatic videos, using a "short story" or feature-length format.
- Promotional Video - Traditionally, these are produced to gain publicity or funding or raise awareness of educational and non-profit institutions, charities, or certain commercial entities. For example, music videos will be placed here, as they are created to promote the composer, musician, or musical act displayed.