

2010 MIPA Video Contests!



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Fall 2009 MIPA conference*

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Motives for Entering

- Get to see where your stuff stacks up
- Feedback to help you improve
- Gives you something to work towards
 - “Raises the Bar” for your program
- It’s always nice to win awards
- Schools who enter get a copy of the Winners Compilation...very useful!
- Teachers-helps you connect with other video/broadcast instructors
 - Help judge on Saturday, March 6!!!

Things to Remember

- Every contest might be judged differently
- Every judge might evaluate differently
- Contests aren't life and death
- If you win, it's great
- If you don't, that's okay too
- Look at it from the aspect of what you can learn from entering contests

Information

- Contest Deadline (postmark):
 - FEBRUARY 19, 2010
 - MIPA **DOES** enforce this deadline!
- Schools may submit up to 3 entries PER CATEGORY
- Entries must be submitted on DVD or miniDV
 - No VHS
- Contest Fee: \$7 per entry

Information

- CHECK YOUR ENTRY TAPE/DVD BEFORE SENDING IT IN!
- Time limit for most entries: 3 minutes
 - PSAs & Commercials must be 30s, 45s, or 60s
 - Short Film (Fiction), Short Film (Documentary), and Sports Coverage (Live) are capped at 5 minutes
- No more than four people can be named as producers of an entry.
 - “Staff” always works if it’s a class project

Information

- Each entry must be wrapped/attached with a Contest Entry Form
 - Forms available on the MIPA website
- Each entry tape/DVD must be clearly labeled, including student(s) name(s), School Name, and Category Name & Number
 - MAKE SURE YOU DO THIS!!!
- Make sure the entry form matches the disc/tape!

Proposed Changes for 2010

- Modifications to some category descriptions
- All categories from 2009 are expected to be back for 2010
- Work produced by current seniors after the 2/19/10 deadline CAN be entered in the 2011 competition, much like Yearbook
- Increased emphasis on web content and multimedia

Point of Emphasis

- PSA Category Description:
 - A PSA may not sell any item.
 - A PSA may not promote a fundraiser/event unless it is truly to promote a charity (such as a dance for cancer victims)
 - Public Service Announcements should be for a public service not a money-making project.
 - Pieces promoting school clubs/events will likely fall under the “Commercial” category.

Point of Emphasis

- ON-AIR TALENT Categories:
 - Studio Talent
 - The examples submitted should be from in- studio segments
 - Special reporter, weather, sportscaster, in-studio interviews
 - Should NOT be just anchoring footage
 - Reporter
 - Should be examples of you reporting, not anchoring
 - Attire IS a factor in this category
 - Dress neatly and professionally

Point of Emphasis

- Copyrighted music was banned for ALL categories as of 2008
 - *Unless you have license/permission
- Entry Forms...
 - If ANY music is included in an entry, the school/entrant must indicate the source of music. (e.g. “Created it on Garageband”, “Part of our Backtraxx Royalty-Free collection”)
 - If a school includes COPYWRITTEN music, they MUST provide a proof of license

April Spring Conference

- A true On-Site Contest?
- “Best Newscast”
- 24-hour Film Challenge
 - A big (and exciting!) trend in contests
 - Won’t truly be 24-hour, but instead might be a one-week or 10-day challenge
 - Plot/Information would be posted on April XX, and students would have to bring their finished copy to the conference

Other MIPA Contests

- ALL-MIPA Video Student & Student Journalism Board
 - Merged into one contest
 - One candidate per program
 - Entry is a portfolio/binder & DVD of work
 - Might include a scholarship
 - Winners are “best of the best” of all journalism students in all of Michigan

Other MIPA Contests

- The SPARTAN!!!
- Best of the Best
- Compilation of your program's work from throughout the year
 - Must include 2 of your best newscasts
 - Includes other samples of work

How Do You Win???

- Good camerawork
- Good audio
- Crisp Editing
- Clean graphics
- Content that tells the story in a short, concise manner
- Look at the judging rubrics online!!!!!!!!!!!!

Biggest Mistakes

- Not labeling your entry
- Using copyrighted music without proper documentation...yes, the judges notice!
- Not meeting time requirements
- Bad camerawork, audio, editing
- Misspelled grafics
- Submitting blank discs or tapes that aren't cued
- Entering in the wrong category...read the descriptions, and call if you have questions!!!
- Not following the rules

Judging!

- Videos are judged by broadcast teachers, broadcast students (college), and broadcast professionals
- Judging rubrics are posted on MIPA's website!!! **USE THEM!!!**
- Judges look for good camerawork, audio, graphics, editing, and creativity

Awards

- Go to the Spring 2010 Conference!
- April 30, 2010
- Awards are presented for all individual video, newspaper, & yearbook categories, plus students of the year and the Spartan(s)
- Drop-off for on-site contests, such as the Film Challenge and Best Newscast
- It's a great day for your program!

Final Thoughts...

- MIPA does not publish a list of the people who DON'T win, so there's no shame in not placing.
- You can't win if you don't enter!