

Information • MIPA Individual Category Video Contest

POSTMARK DEADLINE Feb. 20, 2009

RULES AND REGULATIONS

- Each member school may enter three DVDs in each category. That means a school may enter 63 DVDs.
- The entries should have been broadcast from Feb. 23, 2008, and Feb. 20, 2009, or slated for broadcast. The entries should not be longer than 1-3 minutes. No entries longer than 5 minutes will be viewed (unless indicated in category description).
- DVDs will only be returned at the spring conference—none will be mailed back to schools
- All tapes must be submitted in DVD format and in one big box. Mini-DVs may also be sent. **NO VHS this year!**
- Judges will look for broadcast style, variety of shots, steady focus. Editing should be free of glitches. Stories may have an intro or outro (tag) done by the anchor.
- Each DVD must be clearly labeled with category and name of school on the spine.
- Each DVD must have a Contest Entry Form (make a copy for each tape) wrapped around it and fastened with a rubber band.
- No more than four people can be named on each tape.
- Entries must be postmarked by Feb. 20, 2009, and must arrive before judging day, which is March 7.
- **Copyrighted music: Copyrighted music is not allowed. Two years ago, we told schools in this spot that we would not be allowing copyrighted music starting with the 2008 contest.**
- **NEW THIS YEAR:** If any music is included in an entry, the school/entrant must indicate the source of the music (for example—created on Soundtrack Pro or Garage Band, Part of our Staktraxx royalty free collection)

Please check your entries very carefully before sending them in! Also, please remember that this is strictly a contest and not an evaluation or critical service. All contest materials become the property of MIPA. Winners will be placed on a DVD and all schools that enter this video contest will receive a copy of it. Winners of this video journalism contest will be announced at the 2009 MIPA Spring Conference at the Lansing Center on Tuesday, April 28, 2009.

MAILING

1. The Summary Sheet must accompany the tapes.
2. Place in a sturdy box for shipment.
3. Include payment of \$7 per entry (checks payable to MIPA).
4. Seal and mail by postmark deadline of Feb. 20, 2009, to:
MIPA Individual Category Video Contest
School of Journalism
305 Communication Arts Building
Michigan State University
East Lansing, MI 48824-1212
5. If you have questions, email the MIPA office at mipa@msu.edu.

JUDGING

- Judging takes place at Michigan State University on Saturday, March 7. We need your help! **Please sign up to help at the MIPA Web site or e-mail the MIPA office at mipa@msu.edu.** We need you, and it's such a fun, educational day. You'll get lots of ideas to take back to your staff.

VIDEO CONTEST ENTRY POSTMARK DEADLINE: Feb. 20, 2009

WINNERS ANNOUNCED: April 28, 2009, at the Spring Conference at the Lansing Center

Summary Sheet • MIPA Individual Category Video Contest

DIRECTIONS

This form is a summary of all your entries. It should be the top sheet in your box of entries. Please type or print. Attach your check or money order (payable to MIPA) to this form. Thank you. NOTE: Contest entries must have been created between Feb. 23, 2008, and Feb. 20, 2009. Entries post-marked after Feb. 20, 2009, will not be accepted. Start now to organize especially if you have a winter break around that time. If you have questions, email the MIPA office at mipa@msu.edu.

COST

Please include \$7 per entry. After the spring conference, you will receive a DVD with all of the winners. Limit three tapes per category. Please make check payable to MIPA. Make a copy of this form for your records.

Number of DVDs entered ____ x \$7 = \$_____ Amount enclosed

School _____ School City _____

Adviser _____ E-mail _____

Name of Program or Station _____

Indicate categories entered by noting the number of entries per category. **Limit three (3) entries per category.**

VIDEO JOURNALISM (SPECIFIC)

- ____ 1. news story
- ____ 2. feature story
- ____ 3. public service announcement
- ____ 4. commercial
- ____ 5. opener
- ____ 6. personality profile or human interest story
- ____ 7. portfolio of story
- ____ 8. editorial commentary
- ____ 9. sports coverage (live)
- ____ 10. sports story
- ____ 11. anchor for a news program
- ____ 12. field reporter
- ____ 13. best studio talent

VIDEO PRODUCTION (GENERAL)

- ____ 14. weather broadcast
- ____ 15. music video
- ____ 16. short film—fiction
- ____ 17. short film—documentary
- ____ 18. DVD or CD production
- ____ 19. best graphics
- ____ 20. animation
- ____ 21. humor

ADVISER, PLEASE READ AND SIGN:

Have you read MIPA's Plagiarism and Copyright policy (see Web site)?

Yes ____ No ____

To the best of your knowledge, is this the material you are submitting free of copyright infringement and plagiarism?

Yes ____ No ____

If you checked no, please explain. (Use back of this sheet)

I understand that all materials submitted by our school represent students' work. If non-student work or alteration has affected the printed product, notations have been made to indicate those changes.

Adviser's Signature

Advisers, please sign all entry forms, too.

PLEASE NOTE:

The Individual Category Video Contest judging staff and chair reserve the right to combine divisions of a category that has fewer than five entries per division. They also have the right to disqualify entries for not meeting contest rules.

■ For descriptions of these categories, please see the Categories sheet.

■ For judging criteria, please visit the MIPA Web site. Click on Contests in the menu, then click on Video—Individual.

■ Mail box with all entries to
MIPA Individual Category Video Contest
School of Journalism
305 Communication Arts Building
Michigan State University
East Lansing, MI 48824-1212

Entry Form • MIPA Individual Category Video Contest

This form must accompany each DVD/CD entered.

POSTMARK DEADLINE Feb. 20, 2009

PLEASE PRINT VERY CLEARLY OR TYPE:

(Check Summary Sheet for category number and name.)

Category # _____ Category name _____

Title of segment _____

Show date _____

School _____ City _____

Student's name _____

(PRINT VERY CAREFULLY!!) If more than four, please write Staff.

NEW THIS YEAR: If any music is included in an entry, you must indicate the source of the music. (for example—created on Soundtrack Pro or Garage Band, part of our Staktraxx royalty free collection, etc.). Please use the two lines below to write.

Adviser's signature _____

(signifying to the best of your knowledge the work is original and is free of copyright infringement and plagiarism)

Advisers: Don't forget to sign each entry. Some advisers sign before they run them off.

FOR JUDGES' USE ONLY:

1st Place 2nd Place 3rd Place Honorable Mention

Judge's initials _____ Judge's initials _____

Categories • MIPA Individual Category Video Contest

VIDEO JOURNALISM (SPECIFIC)

1. NEWS STORY

News story should report and not interpret events. They should give the facts. Should tell a story in an interesting and informative manner. There should be interviews and voiceovers.

2. FEATURE STORY

Feature story could inform or instruct. There should be interviews and voiceovers.

3. PUBLIC SERVICE ANNOUNCEMENT

Should be exactly 30 seconds, 45 seconds or one minute as that is all that would be aired on television. PSA should give information about an upcoming event or shed light on an issue or situation which affects teens, the school, or the community. Segments which are broadcast at school or public tv would be eligible. It may not sell any item. It may not promote a fundraiser unless it is truly to promote a charity.

4. COMMERCIAL

Should be exactly 30 seconds, 45 seconds or one minute as that is all that would be aired on television. Commercials should advertise items which are appropriate to students or their community. They may be for products or events. Commercials may also promote school clubs/ events and money-making projects.

5. OPENER

Openers may introduce a news program, a news story, a feature story.

6. PERSONALITY PROFILE OR HUMAN INTEREST STORY

This story should capture the life, interest or accomplishments of an interesting person or situation. This should not simply be a biography but have a focus on an important aspect of the person. The human interest story should appeal to the emotions of the video audience with humor, pathos or effective use of interviews.

7. PORTFOLIO OF STORY

This should be a complete work of preproduction which includes a storyboard, script, blocking, lighting team members and their jobs, audio and final video.

8. EDITORIAL COMMENTARY

The commentary should be representative of the entire video staff. It is an opinion piece which discusses news, features or items of interest to the audience.

9. SPORTS COVERAGE (LIVE)

The coverage must be live. Only 5 minutes of live coverage will be viewed. Be sure to cue the tape to that spot.

10. SPORTS STORY

This story may be taped. Only 5 minutes of coverage will be viewed. Be sure to cue the tape to that spot.

11. ANCHOR FOR A NEWS PROGRAM

A person who has anchored a news program should send a minimum two examples of their anchor style. The entire tape should be no longer than 5 minutes. The anchor can give a variety of their clips from different stories. Attire is a factor in this category.

12. FIELD REPORTER

A reporter may send a tape of clips of their reporting style. This may include a variety of clips of the reporter in different stories—no longer than 5 minutes. Attire is a factor in this category.

13. BEST STUDIO TALENT

The entry should show three clips of the talent in a school broadcast or story with a length of no longer than 6 minutes. The entry should show the talent in several different programs and different types of stories (for example: news programs, feature, announcements, sports, personality profiles). These examples should be in-studio segments, such as special reporter, weather, sportscaster, in-studio interview. Attire is a factor in this category.

VIDEO PRODUCTION (GENERAL)

14. WEATHER BROADCAST

The weatherperson should give an example of a weather broadcast for the school that was filmed this year. Graphics should be included.

15. MUSIC VIDEO

Music videos must use original music. The expectation will be that videographers will be using appropriate music for viewing by a student body or large audience. The video will be judged on energy of video as it relates to the rhythm of music.

Note: **Copyrighted music will not be allowed.**

16. SHORT FILM-FICTION

This should be a creative project which tells a story no longer than 5 minutes. It may be original or be a film or another genre such as a short story or poem.

17. SHORT FILM-DOCUMENTARY

This should be non-fiction, such as a travelogue, history of an organization, history of a movement. No longer than 5 minutes.

18. DVD OR CD PRODUCTION

A copy of the CD or DVD must be sent with a paragraph explaining the purpose for this CD or DVD. The topic of the CD or DVD must pertain to school life. Example could be a yearbook interactive CD or a DVD of a sports program.

19. BEST GRAPHICS

This category could include any program which has used pictorials to present their story. It could be an opener for a tv segment, an opener for a news story, weathercast graphics or an infographic for a commercial. Many of these graphics may be created on Photoshop or other programs.

20. ANIMATION

The animation may be for an opener, commercial or other feature. It may be a standalone animated film as well. The judges will look at the computer graphics and detail in the programs.

21. HUMOR

This may be no longer than 3 minutes. It must be appropriate humor. It may be slapstick, satire or irony. "Saturday Night Live" appropriate humor such as the Sarah Palin impersonation would be acceptable. Humor may be directed at political figures, human foibles or situations. It may not consist of ridicule or be directed at any particular group or segment of society.