

2018-19 JIM HARBIN (FAME) STUDENT PRODUCTION ENTRY DEADLINES

SJCSD ENTRY DEADLINE

Friday, March 1, 2019

COUNTYJUDGING

Monday, April 2, 2019

REGIONAL DEADLINE

May 3, 2019

STATE DEADLINE

TBD

If the media specialist is the FAME sponsor, please view the entire production and check entry form making sure it is filled out correctly and that all documentation is attached.

**Contact Murphy Alexander for an entry form template @
murphy.alexander@stjohns.k12.fl.us**

**ALL ENTRIES SHOULD BE SENT TO THE ATTENTION OF
MURPHY ALEXANDER IN COMMUNITY RELATIONS
NO LATER THAN 4:30 PM ON FRIDAY, MARCH 1th, 2019.**

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL
MURPHY ALEXANDER @ 547-3946**

Rules for Entering

- **Each school in the district may submit the top three entries for each category. It is the responsibility of the FAME School Sponsor to set up judging at the school level in the case of more than 3 entries per category. An Elementary School can submit no more than 33 K-2 Entries and 33 3-5 Entries. A Middle School can submit no more than 33 Entries for the 6-8 level. A High School can submit no more than 33 Entries for the 9-12 level.**
- **All categories must tell a story. Scripts and/or storyboards must accompany each FAME student entry form. Scripts and Storyboards must be completed before filming occurs: if it is evident that storyboards or scripts were created after the video production, points will be deducted during judging.**
- All non-student written and produced materials must include a signed release specifying permission for use from the owner of that material (see sec. #3 of entry form). Name, address, and phone number must be included with the release, giving FAME permission to copy and broadcast the student production at no charge. This includes all copyrighted and non-copyrighted materials.
- Presentations completed after the regional deadline (**May 1**) can be entered in the next year's competition.
- Copyright permission must be credited in writing on the entry form for use of images, all music (original or non-original), and authoring programs. Entries with identifiable copyright violations will be disqualified. **Fair Use Guidelines do not apply to Jim Harbin entries.**
- **Presentations exceeding time limitations will be disqualified. Running time shall be interpreted as first fade/visual/sound to last.**
- All entries must be student written and produced in their entirety, with the signed approval of an active FAME member (see Sec. #4 of entry form).
- An entry form must be completed for each video submitted to the district contest. Please download the entry form and fill it out, and send it to me via email at murphy.alexander@stjohns.k12.fl.us. Please make sure to attach all necessary scripts/storyboards.
- Sponsor e-mail address must be included in entry forms. Original project files must be available upon request.
- **All videos must be exported in a .mp4 format. Video files must be uploaded through [Website To Be Determined].**

St. Johns County Schools - Jim Harbin Student Media Festival Guidelines

- All first place entries from the district will be held for submission to the state chair with the county, production title name, time of production, region, category, school name, and grade listed. If a production wins at the state level, the video will be requested in that format.
- All first place entry forms must be submitted by the County Contact to the Regional Chairperson no later than May 1 of each year to be eligible for regional judging. Only one entry per category and age group will be eligible for submission to Regional Judging. If there is no county contact, only in this situation can you submit on a first come first serve basis to the regional chairperson. Again, only one entry per category and age group will be accepted to regional competition from counties without a contact.
- Individuals, groups, classes, or clubs may produce entries. Awards will be made in four grade classifications: K-2, 3-5, 6-8, and 9-12 for each category. All students involved in winning first through third place productions will receive awards. The criterion for judging is based on content and technical quality.
- At both the county and regional levels, all first place entries will be submitted to the next level of competition. **(This is done by District Contact: Murphy Alexander)**
- First place entries must be sent to Regional Chair before the end of the school year.
- No entry may be submitted in multiple categories. Categories are listed on page 3.
- **When completing student addresses on registration forms, you must use the STUDENT'S mailing address – not the school's. Addresses are required. As much information needs to be filled out as possible, as students may move schools from one year to the next, and FAME officials need to be able to contact students for the state competition.**

Categories

If a time limit is not specified, it remains at 7 minutes or less.
Time limits are interpreted from first fade/frame/sound to last fade/frame/sound.

Show intros do NOT fit in any category.

Animation: Characters created on film, video, or computer. Includes two and three-dimensional animation using clay, objects or models.

Book Trailers: A video advertisement for a book, which employs techniques similar to those of movie trailers. **Time limit: 60 seconds**

Comedy: Tells a humorous story. May incorporate comedic elements, such as misunderstandings, sight gags, or satire.

Documentary: Original programs that provide a view of real events and people.

Drama: Tells a story using emotion and feeling in a dramatic, creative and colorful way.

Instructional Video: A program that helps people learn something.

Music Video: Video pictures (still or live action) set to music. Score and/or lyrics can either be original or prerecorded. (Must abide by rule #2 above)

News Feature: Any original news package that highlights a real event, such as sports, talk show, interview, or current event. **Time limit: 2 minutes**

News Show: A school-wide informational show including various segment packages.

PSA: A Public Service Announcement includes short messages, which inform the public or changes public opinion, actions, or feelings.

Time Limit: 30 sec. or 60 sec., absolutely no more than 60 sec.

Public Service Video: A video that is intended to change public interest by raising familiarity of an issue, affecting public opinion, and fueling action. An infomercial can be considered a public service video.

Time Limit: 7 Minutes

Jim Harbin Student Media Festival Copyright Guidelines

The emphasis of the Jim Harbin Student Media Festival is on “original” creativity. Collaboration between students can draw upon artistic, musical, written and technical skills that would result in an “original” production. Copyright is not an issue when students produce “original” material.

In the instances where it is desired to incorporate copyrighted material, in addition to appropriate credit being given as to the source, a copyright permissions letter from the copyholder(s) must accompany the production application submitted to the Jim Harbin Student Media Festival.

Student produced media that were originally created to meet the requirements of a class, may not have met guidelines for using portions of copyrighted materials without regarding prior permission. However, these same productions would require copyright permissions to be submitted to the Jim Harbin Student Media Festival, since they are no longer under the special classroom/instructional exemptions and now constitute a public performance. If, as part of a production, a brief portion of a copyright work is included as a result of “incidental” activities, permission is not required.

Students videotaping a community parade, “briefly” take footage of a band passing by performance music. (Incidental) However, if the taping concentrates on the band's performance, it is no longer “incidental.”

The same video team, as in the preceding example, briefly pans the audience. While doing so, they sweep by a person holding a copy of “Newsweek” Magazine. This brief sweep could be considered “incidental” to the production. However, if the camera was the to zoom in on the person holding the magazine and emphasize the magazine, it is no longer “incidental.”

Trademarked Items

The use of trademarked symbols, logos, characters, etc. in a production would require prior permission, unless their use meets the condition of being “incidental” to the production.

Gary Becker 1999

Storyboard Examples

Panel 1: Reef: Storyboard #3

Panel 2: Begin in empty space

Panel 3: Great white frame & oceans & land

Panel 4: Continues to reveal part of frame

Panel 5: Continued about beyond frame

Panel 6: Shows in empty space to give depth & variety to the piece.

Panel 7: Shifting red, coral begins to form into text.

Panel 8: "25% of life in the ocean depends on coral reefs"

Panel 9: "Coral reefs also provide life for people"

Panel 10: "But we need to provide for them, so..."

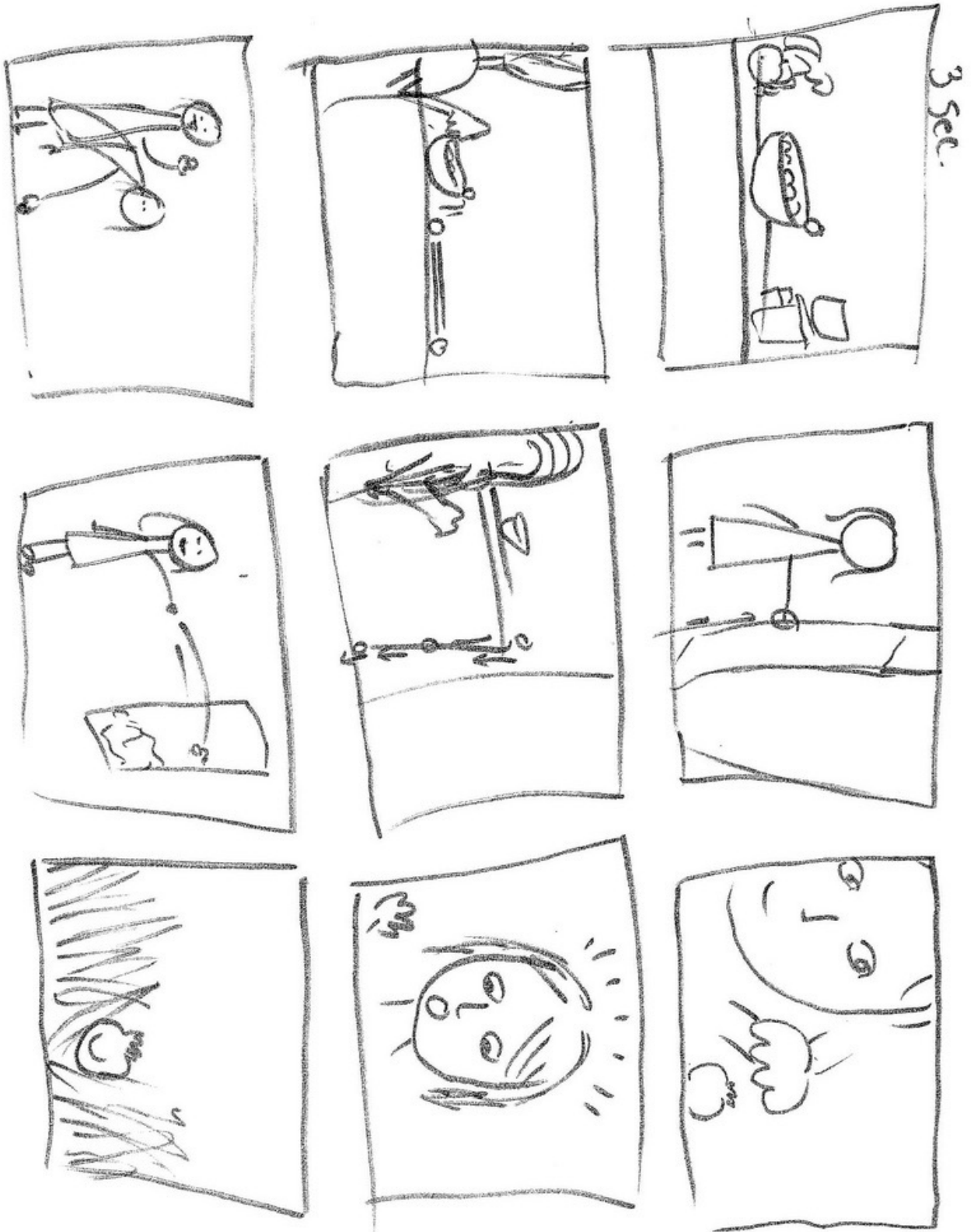
Panel 11: Reef is broken into rubble

Panel 12: Recycle emblem appears of bottle

Panel 13: "Reduce the reef" / showing coral

Panel 14: "Reduce the reef" / showing coral

St. Johns County Schools - Jim Harbin Student Media Festival Guidelines



Script Examples

Be A Hero, Not A Bystander!

INT. SCHOOL HALLWAY - LOCKERS

A NERDY STUDENT is clumsily pulling giant books from his locker and pushing his glasses up. BYSTANDER student is a few lockers down shaking his head.

A tough looking student walks up and pushes the NERDY STUDENT into the locker. The bystander grimaces and turns back into his locker. Freeze Frame on the BYSTANDER in the locker, then quick rewind of scenario.

The same scenario plays out, but when the BULLY is revealed, the BYSTANDER is gone. With a piece of paper floating to the ground dramatically.

As the BULLY goes to push the NERDY STUDENT, the BYSTANDER appears blocking the NERDY STUDENT adorned in a superhero outfit with a cape. The BULLY is surprised, and a TEACHER swoops in and takes the BULLY away.

Title/Logo Appears: "Be A Hero, Not A Bystander!"