

2025 JIM HARBIN (FAME) STUDENT PRODUCTION ENTRY DEADLINES

SJCSD ENTRY DEADLINE

Friday March 27, 2026

COUNTY JUDGING

April 2026

REGIONALS JUDGING

May 2026

STATE DEADLINE

June 1, 2026

The FAME sponsor must view the entire production and check entry form making sure it is filled out correctly and that all documentation is attached.

Visit <https://stjohns.k12.fl.us/video> to find the entry form link.

ALL ENTRIES SHOULD BE SUBMITTED USING THE ONLINE FORM NO LATER THAN FRIDAY, MARCH 27, 2026.

IF YOU HAVE ANY QUESTIONS, PLEASE CALL
MATT KEENE @ 904-547-3949 OR EMAIL
MATT.KEENE@STJOHNS.K12.FL.US

Rules for Entering

- Each school in the district may submit their 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 three entries per category.
- 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.
- Presentations completed after a district competition can be entered in the next year's competition. The video will be submitted in the age category when the video was made. For example: A video made in 5th grade must be submitted as a 5th grade project, even if the student is currently in 6th grade.
- **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 form below).
- An entry form must be completed for each video submitted to the district contest.
- All work should be original. If clips, music, photos are used that are not original works of the students submitting the video, credit should be given via a Credits page and written copyright permission must be submitted with the video. Copyright laws should be respected. Copyright infringement will result in disqualification.
- Copyright permission must be included with the entry form for use of images, video, sound effects and music (original or non-original). Entries with identifiable copyright violations will be disqualified. **Fair Use Guidelines do not apply to Jim Harbin entries.**
- We do NOT have permission to use LEGO products in entries. You must ask for permission and attach written permission if you are granted permission to use LEGO products.
- Entry forms must include a sponsor e-mail address.
- Please have parent permissions on file at the school level (see Page 12).

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

- 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. Judging rubrics can be found at the end of this document.
- Students working in multiple age groups in the production team, such as a 5th grade editor working with a 6th grade videographer, must submit their projects in the higher age category.
- Student groups should recognize individuals contributing to the production of the video. For example, script writer, editor, videographer, and sound tech. Groups should not exceed twelve in number.
- Teachers/sponsors are NOT allowed to write, record or edit. Teachers/sponsors are only allowed to advise. Teachers/sponsors should not take a lead acting or singing role in the production.
- All first, second and third place entries will be submitted to the Regional level of competition via FilmFreeway by the regional deadline. **This is done by District Contact: Matt Keene**
- Before May 30th, all regional entries will be judged. All district contacts in the region will be contacted with regional results and asked to attach winning videos to the Jim Harbin FilmFreeway contest.
- Regional winners must have all the video and all required paperwork (copyright documentation and storyboard/script) uploaded or attached to <https://filmfreeway.com/JimHarbin> before June 1, in order to be eligible for inclusion in the state competition. **This is done by District Contact: Matt Keene**
- No entry may be submitted in multiple categories. Categories are listed below.
- Please label all files with the title of the submission.
 - **Examples:** “ABC Middle School News Show Nov 5 2024.mp4”; “ABC Middle School News Show 11052024 Script.pdf”
- Videos must be submitted in 1080p MP4 or MOV format. Please contact Matt Keene if you have questions or need assistance with exporting final videos.

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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. Must tell a story!

Book Trailers: A video advertisement for a book, which employs techniques similar to those of movie trailers. If book covers are used, the copyright owner must grant permission in writing (Exception: SSYRA titles). **Time limit: 60 seconds**

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

Documentary: Original programs that document real facts by providing 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 by giving instructions.

Music Video: Video pictures (still or live action) set to music. Score and/or lyrics can either be original or prerecorded. **Must abide by copyright law – no fair use.**

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 segments/packages (news features).

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

Time Limit: 60 sec., absolute maximum.

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

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Jim Harbin Student Media Festival Copyright Guidelines

Disclaimer: This content is provided for informational purposes only and may not be relied upon as legal advice. Please consult an attorney with expertise in copyright law for advice relating to your specific circumstances and activities.

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. Educating students on copyright is part of the process. We want to focus on student learning, creativity and film making processes (which includes copyright awareness).

Permitted Uses:

Educators may use their own educational multimedia projects, created for curriculum-based instruction in face-to-face instruction, student directed self-study, remote instruction, peer conferences, and for their own professional portfolio. Students may perform and display their own multimedia projects in the courses for which they were created and may use them in their own portfolios as examples of their academic work. Since the Fair Use Guidelines for Educational Multimedia are merely criteria to be evaluated and not legally binding, an attorney should be consulted with if there is any doubt as to whether a use is a fair one.

These guidelines are available for non-profit activities of nonprofit education institutions at all levels of instruction whose primary function is supporting research and instructional activities of educators and student. (Our media festival projects fall under these guidelines as one of our purposes in the festival is for students to produce these products in order to learn the process.) Students may use portions of lawfully acquired copyrighted works in their academic multimedia programs with proper attribution and citation and may perform their program for educational purposes and may retain it in their personal portfolios as examples of their academic work.

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

Student-produced media that originally were created to meet the requirements of a class, may not meet festival guidelines. These same productions may require copyright permissions to be submitted to the Jim Harbin Student Media Festival. 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. See portion limits below.

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Examples:

Students videotaping a community parade “briefly” take footage of a band passing by, performing music. This would be considered “incidental,” and therefore, approved. However, if the taping concentrates on the band's performance, it is no longer “incidental” and permission would need to be granted.

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 to zoom in on the person holding the magazine and emphasize the magazine, it is no longer “incidental.”

If your goal IS to establish mood or convey an emotional tone with someone else's video, music or pictures, consider using materials in the public domain or Creative Commons license instead of Copyrighted material. Be sure to cite your work.

Trademarked Items

To use a trademarked toy/character in a film would require permission, as the character will be key to your story, unless their use meets the condition of being “incidental” to the production.

FAME and Jim Harbin Student Media Festival do NOT have permission to use LEGO products in entries. You must ask for permission and submit written permission if you are granted permission to use LEGO products.

Music Hosting Sites

Sites offering artists free, common space or to market their original music must be cited. If music is copyright-free and the artist does not require attribution, music still must be credited as a source in submitted videos and application. Proof of copyright status MUST be submitted with each project. This includes but is not limited to CC0, Public Domain, CCBY, YouTube Free Audio, Soundzbound, FreeSound.

Music Loops and Templates

Original music created with software such as GarageBand should be noted in the video credits or works cited page that is submitted with the video. Student-created music may be questioned for copyright given the professional quality of loops and templates. For example, “Original music created in GarageBand.” or “Original music created by John Smith” will clarify the origin of student compositions.

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

SSYRA/Teens Read Books

Images of SSYRA book covers, titles, and author information are allowed without permission, given publishing agreements with publishers of SSYRA books. Permission should be obtained for book jackets or cover art that is not on the SSYRA or Teens Read lists.

Cite Your Sources

A document should be submitted at the time of the video submission identifying the source of published works included in a project, giving a full bibliographic description where available. Include author, title, publisher, and place and date of publication. Display the copyright notice © and copyright ownership information. Note if you have written permission from a copyright owner to use extended portions of material in a student media production. Written permission to use extended portions of material must be uploaded with your application. It is also recommended that a copy be kept on file by the sponsoring teacher.

Caution

Exercise caution in using digital material downloaded from the Internet. Access to works on the Internet does not automatically mean that these materials can be reproduced and reused without permission or royalty payment.

Sites you may want to use to teach your students and/or understand copyright:

A lesson on Fair Use for students

<https://vimeo.com/171306653>

Copyright Clarity: How Fair Use Supports Digital Learning by Renee Hobbs

<http://mediaeducationlab.com/copyright>

US Copyright Office Fair Use statement.

<http://www.copyright.gov/fls/fl102.html>

The Ultimate Guide to Fair Use and Copyrights for FilmMakers

<https://blog.frame.io/2017/08/30/copyrights-and-fair-use-for-filmmakers/>

Copyright Sources and Instructional Resources

Fair Use Chart for Teachers

<http://www.techlearning.com/techlearning/pdf/events/techforum/tx05/TeacherCopyright%20chart.pdf>

Copyright Kids

<http://www.copyrightkids.org/>

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Cyberbee

http://www.cyberbee.com/cb_copyright.swf

Frequently Asked Questions

Why is there no fair use?

All non-original content MUST be cited in the film. It is recommended student-produced music be cited as well, especially if it is created with electronic loops and music creators. Citing student produced material clarifies content for judges. Please read the copyright guidelines carefully and follow them.

May teachers and other adults act or sing in the video?

We encourage teacher and family participation. However, adults should not take a primary role or character in the story. NO ADULTS may shoot or edit the video.

What music and sound effects can I use in my video?

Original work is valued in the Jim Harbin Festival. If you choose to use another artist's work, you MUST cite your source: creator, publication date, and website, if applicable. ANY MUSIC you find online HAS A COPYRIGHT UNLESS STATED. If using Creative Commons, you may submit a screenshot or download of the free use statement from the artist. Emails and letters from the artist or publishing company also are acceptable. If your district holds a music license, please submit a copy with your project. Again, it is recommended that you cite student produced music and artwork so that the judges know where it originated and are not questioning the copyright of the work.

Are storyboards and scripts required?

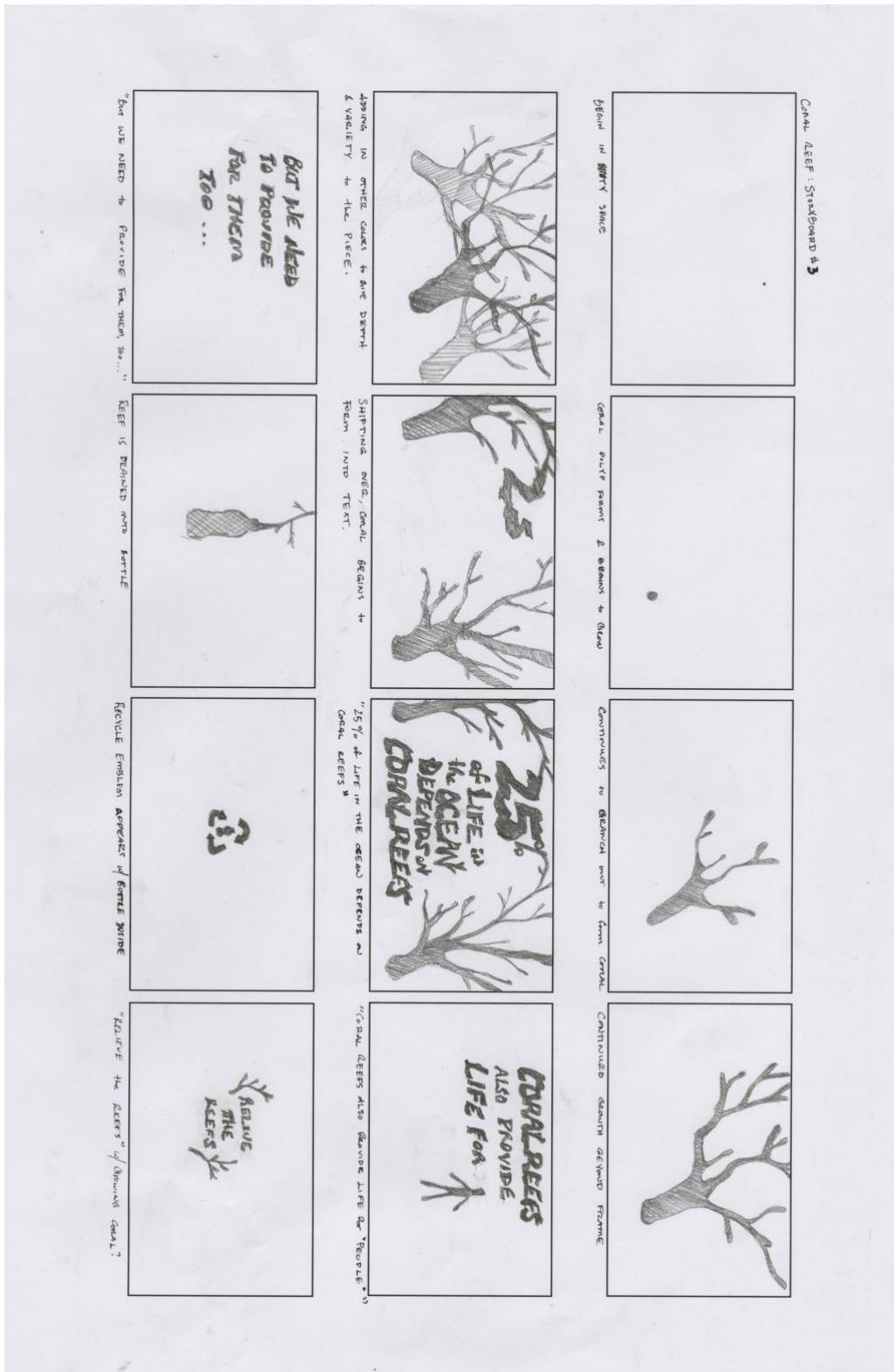
YES. Videos submitted without a storyboard OR script will not be scored. Either is acceptable. Both are not necessary, but judges appreciate extra effort.

Can I use Instagram and YouTube videos in my project?

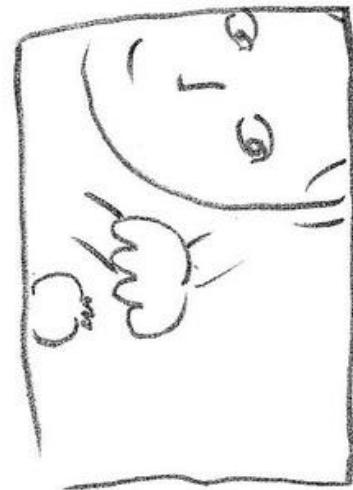
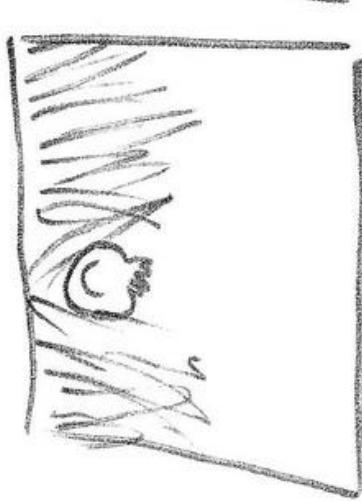
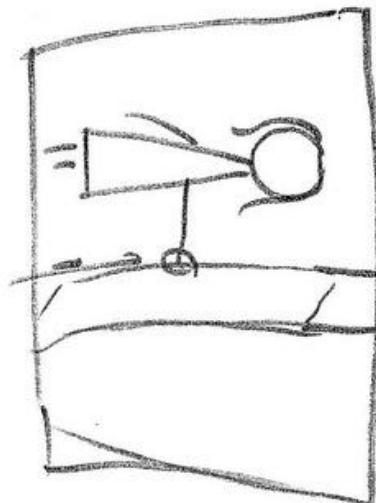
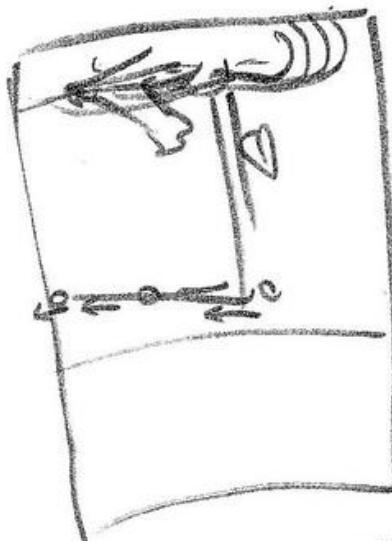
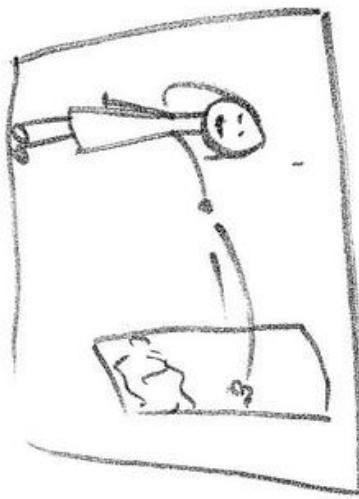
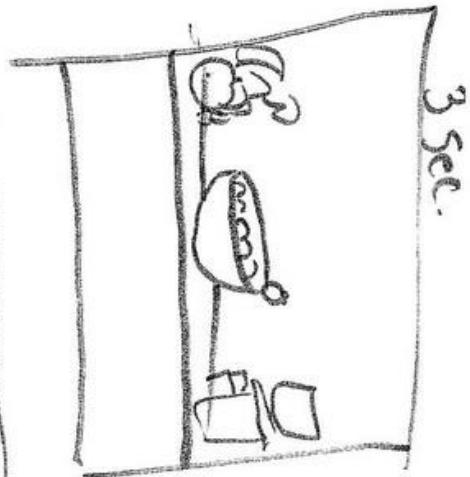
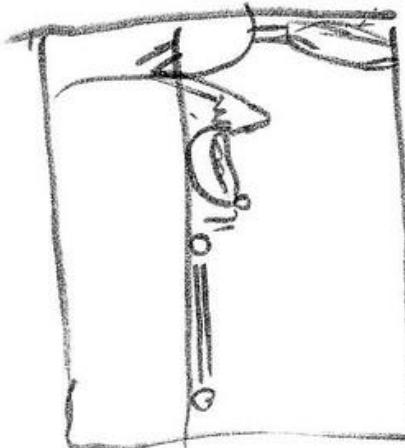
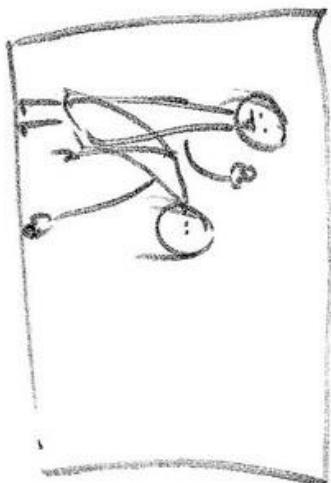
If students listed on the submission form created the videos and are eligible to compete in the age category, YES. We suggest citing the author/creator of the video and where it was previously posted. Videos created by someone other than an eligible student may not be used.

Storyboard Examples

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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!"

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Parent Permission Form

(This form must be on file at the school where the video originated and provided to committee upon request)

Regional Deadline: May 1

Student Name(s): _____

Student/Parent Contact Info: Address/phone number: _____

Adult Sponsor: _____ County: _____

FAME Member Sponsor: _____

Project Title: _____

Grade Level (circle one) : K---2 3---5 6---8 9---12

Category: _____

I, _____ agree that I may be videotaped, interviewed or photographed as part of my participation in the Jim Harbin Student Media Festival in association with the Florida Association for Media in Education. By signing below, I agree to allow FAME and its chapters to use my ideas, likeness and all materials associated with the production of my project in any of their public relations, press, and screenings.

Student Signature: _____ Date _____

If under 18, Parent/Guardian Signature: _____ Date _____

Parent/Guardian Name (please print): _____

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Jim Harbin Student Media Festival

The Jim Harbin Student Media Festival is a student-driven program where students create media presentations from idea, to storyboard, to production, to presentation. Students work creatively to design and produce a media forum for their message and compete state-wide with students from each county in Florida. The culminating even is a red-carpet affair at FAME's Annual Conference. The experience is one of the most rewarding of the students' academic career. Students compete at three different levels: elementary, middle, and high.

The Jim Harbin Student Media Festival has been around for 46+ years! It was Jim Harbin's vision and is FAME's vision to teach, encourage and recognize Florida's student media producers. Student filmmakers learn many valuable lessons from equipment usage & care to copyright laws to protect artists like themselves. We celebrate the learning and creativity of Florida's young artists.

The FAME Jim Harbin Student Media Festival was created in honor of Jim Harbin, a former consultant with the Florida Department of Education, who originated the idea of a statewide student media festival to recognize the excellent work being done across the state of Florida by student media producers.

FAME sponsors the Jim Harbin Student Media Festival to encourage students of FAME members to communicate through media production and to recognize and reward outstanding presentations. These talented student producers are honored for their outstanding media productions at an awards ceremony at the FAME Annual Conference.

Your students will have a stimulating and positive educational learning experience as they create their productions.

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

Judges Rubric

Jim Harbin Judging Rubric

ELEMENT	10-8 (WOW)	7-6 (Adequate)	5-4 (Somewhat)	3-2 (Minimal)	1 (None) Please assign a 1 so that it averages in the score. Zeros don't average in resulting in a higher score overall
Duration of Presentation	Yes. The video is within the minimum/maximum limits. QUALIFIED				No. The video is not within the minimum/maximum limits. DISQUALIFIED
Copyright Documentation	Yes. Permission to use copyrighted material has been requested. Paperwork included. Or, copyright not required based on content. QUALIFIED				No. Permission to use copyrighted material has not been requested or paperwork isn't included. DISQUALIFIED
Category Adherence (Note category descriptions.)	Video clearly meets category purpose.	Purpose of film is mostly evident to viewers.	Purpose of film not fully evident.	Purpose of film unclear.	Film does not match the category description.
Storyboard/Script (Minor variations are expected in published video.)	Storyboard and/or script is complete with sketches and/or notes for scenes. Storyboard and/or script reflects thorough planning and organization for the video. Planning reflects insights into structure and format needed for type of video.	Storyboard and/or script is relatively complete with sketches and/or notes for scenes. Storyboard and/or script reflects adequate planning and organization for the video.	Storyboard and/or script has glaring omissions in scene planning. There are some sketches and/or notes. Storyboard and/or script reflects vague attempts at planning and organization for the video.	Storyboard and/or script is so incomplete that it could not be used even as a general guide. Storyboard and/or script reflects very little planning.	No storyboard or script submitted.
Creativity and Originality	The video uses unexpected and novel techniques to illustrate exemplary creativity, originality, and imagination.	The video engages the audience with imaginative design elements that enhance an original idea or message.	The video reflects some creativity, but it lacks originality, may include novel ways of presenting an original idea or message but is used inconsistently.	The video lacks creativity and originality. May even copy an existing film.	
Cinematography	Commanding and/or creative use of camera techniques, shot compositions, and effects to create an atmosphere and/or tone, and may communicate symbolism and/or metaphors.	Skilful use of camera techniques, shot compositions, and effects create an atmosphere and/or tone.	Basic use of camera techniques, shot compositions, and effects. Some choices may distract from atmosphere/tone or cloud the purpose of film.	Several choices involving camera technique, shot compositions, or effects make the story hard to follow, distract audience attention, and cloud the purpose of film.	
Performances/Narration/Dialog	Engaging and animated performance. Delivery fits the story line and helps the audience "get into" the story. The absence of dialog and/or student performance does not detract from the film's intent/purpose.	Occasionally performer/speaker speaks too quickly, too slowly or too softly, limiting audience's understanding. Absence of dialog makes it difficult for viewer to understand film's purpose.	Awkward pacing (rhythm and voice punctuation). May be difficult to understand narration/dialog due to volume, pacing, or articulation.	Audience cannot clearly understand narration/actors or cannot follow story line due to the delivery of performer/narrator.	
Sound/Audio	Balanced background music; appropriate use of silence. Selection of music stirs emotional response that matches the story line well. Innovative use of sound effects.	Use of silence, selection of music, and/or sound effects enhance project. Background music, spoken parts (if any) is balanced throughout film.	Music is ok, and not distracting, but it does not add much to the story. Volume of tracks may be inconsistent (too loud, inaudible). Little or no sound effects used.	Music/audio is distracting or inappropriate. Omission of sound/music is distracting.	
Production Value: set, background, props	Excellent attention to detail. The scenery/props and/or background used to improve the film add to the mood and overall excellence of the film.	Some attention paid to scenery, props and/or background. More effort and attention to details needed. Props or background distracts the viewer.	Scenery, props and background, okay. Appears that little thought went into these aspects of film making. Props and background inconsistent.	Little attention paid to details. Background of shots distracting and take away from overall film quality.	
Grammar/Spelling: Spoken and Titles (Issue videos reflect professionalism in grammar and spelling.)	Grammar and spelling were correct (for the dialect chosen) and contributed to clarity, style and purpose.	Grammar and spelling were typically correct (for the dialect chosen) and errors did not detract from the purpose.	Ineffective use of grammar and spelling.	Frequent grammar/spelling errors cause audience to lose focus and detract from film's purpose.	
Judges' Comments:					
Last Updated: January 2021					