



2010 Festival of Media Arts Student 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.). 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 all full-time graduate and undergraduate students who are either individual BEA members or enrolled at a university or college that is a BEA Institutional Member. Membership forms and information are available on the BEA website at www.beaweb.org. Entrants must certify that the entry was completed while enrolled full-time as a student at a university, college, or community/technical college.
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 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 \$30.00 (U.S.) is required for each work submitted. The entry fee for radio and television newscast entries is \$40.00 (U.S.). Paying online by credit or debit card 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. 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 individual winners will receive a \$1,000 cash award from the Charles and Lucille King Family Foundation. Best of Festival newscast and group winners are not eligible to receive the \$1,000 cash award. Best of Festival winners will be honored during a special ceremony at the BEA convention.
 - 1st, 2nd, and 3rd Place Awards – Student competition chairs generally recognize the 1st, 2nd, and 3rd place finishers in each category within a competition.

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. Student winners are responsible for all costs associated with attending the convention including airfare, housing, meals, and BEA conference registration.

Student Competitions, Categories, and Submission Requirements

There are eight student competitions. In addition to the general rules stated above, each competition has its own unique structure and requirements. Entrants should submit their work to the most appropriate competition and category, and adhere to the submission requirements as stated below.

1. [Student Audio Competition](#)
2. [Student Documentary Competition](#)
3. [Student Interactive Multimedia Competition](#)
4. [Student News Competition](#)
5. [Student Two-Year/Small Colleges Competition](#)
6. [Student Scriptwriting Competition](#)
7. [Student Sports Competition](#)
8. [Student Video Competition](#)

1. Student Audio Competition

Sports program entries may be either sports talk programming or play-by-play work and entrants should submit up to ten minutes of representative sampled performance.*

Categories

- Air Personality
- Comedy or Drama
- Educational Program
- Public Service Announcement (PSA), Promo, or Commercial
- Specialty Program
- Sports Program*

2. Student Documentary Competition

Categories

- Long Form Video or Film Documentary (20:00 and longer)
- Short Form Video or Film Documentary (under 20:00)

3. Student 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 must be sent to:

Ed Youngblood, Student IMM Competition Chair
Auburn University
Communication and Journalism
217 Tichenor Hall
Auburn, AL 36849

Mailed entries must be postmarked by December 1, 2009 and received by the Student Interactive Multimedia competition chair by December 8, 2009. Entries received by mail **WILL NOT** be returned.

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).

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.

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

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. Web-based submissions that are unavailable online or other programs that cannot be opened or viewed by judges will be disqualified.

Categories

- Authorship Projects: This category is intended for entries completed by an individual or small group (no more than three co-authors)
- Group Authorship Projects: This category is intended for entries completed by a large group or class (more than three co-authors)

4. Student 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.

Shows or reports for which faculty or professionals played more than a supervisory role will not be accepted. Stories completed during internships are not eligible, unless shot, written, voiced, and edited by students. Graduate students without professional experience in broadcast journalism are welcome to compete in the student category. Graduate students with professional newsroom experience must enter the faculty competition. Entries must be “as-ran on air” without any post-production.

Newscast entries should run between five and 30 minutes. Each college or university is limited to one TV entry and one radio entry in the newscast category. Individuals may enter each category, but are limited to one entry per category. Include a rundown with your entry and specify the show’s schedule (ex., weekly, daily, twice-weekly, etc.). The entry should be a single newscast and NOT a montage of several newscasts. The entry fee for newscast entries is \$35.00 (U.S.).

Individual reporting and talent entries should run between 1:00-5:00. Include a complete script (anchor lead, reporter track, soundbite transcriptions) with your entry. The entry fee for individual reporting and talent entries is \$25.00 (U.S.).

Categories

- Television Newscast
- Radio Newscast
- Television: Hard News Reporting
- Television: Feature News Reporting
- Television News Anchor
- Television Weathercaster
- Radio: Hard News Reporting
- Radio: Feature News Reporting

5. Student Two-Year/Small Colleges Competition

This competition is open to all students of a small college or 2-year community college. A small college is defined as a college with a broadcast related major or division (such as broadcasting, video production, mass media and communication) with an enrollment of fewer than 200 students. The winning entry in each category will be awarded \$100 by the 2-year/Small Colleges division. The entry must have been broadcast via terrestrial television, cable, satellite, or other public showing 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

- Audio Production
- Video/Broadcast Production

6. Student Scriptwriting Competition

Script submissions are limited to one entry per category, and awards (TBA) are limited to one per person.

Each entry must have a faculty sponsor. However, the script or screenplay need not be written for a class assignment.

To ensure an effective blind review process, include only the name of the script and the competition category (Short Subject, Feature, etc.) on the script's title page.

Short subject, feature, mobisode, and webisode entries must conform to the **Master Scene Screenplay** format as defined by the Academy of Motion Picture Arts and Sciences Nicholl Fellowships Competition. Additional information about this format and a sample script may be found at <http://www.oscars.org/awards/nicholl/resources.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).

While television shows use differing formats, the this competition will accept Television Spec and Television Pilot entries in a standard TV script format, using Act, Teaser, and Tag breaks where warranted by the story.

The faculty sponsor is encouraged to guide each entrant in his or her writing process and adherence to the correct format in their submission to the competition.

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.
- Original Television Series Pilot (hour long or half hour long): Scripts must be 20-22 pages for a half-hour show and 40-45 pages for a one-hour shows. Entrants to this category must include as the first page of the PDF file a 1 – 2 page synopsis describing the show's premise and main characters.
- Television Spec (hour long or half hour long): An original episode of a current on-air one hour or half hour show. Scripts must be 20-22 pages for a half-hour show and 40-45 pages for a one-hour shows.
- Mobisode/Webisode (5-15 pages): Scripts may be any narrative fictional genre and may be live-action, animation, or a combination of both. Up to three (3) episodes may be submitted for consideration. Do not submit separate episodes, but combine them into one PDF file separated by a title sheet for each episode. Include as the first page of the PDF file a 1-2 page synopsis describing the show's premise and main characters.

7. Student Sports 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

- Television Sports Reporting
- Radio Sports Reporting
- Television Sports Anchor

8. Student Video Competition

Each entry must have a faculty sponsor. The name and contact information for the faculty sponsor must be included on the entry form.

Categories

- Animation/Experimental/Mixed: This category is intended for animated films, artistic/experimental films and entries that do not “fit” in any of the other student video categories. In addition to technical and narrative excellence, projects entered in this category are expected to “push the traditional envelope.”
- Instructional/Educational: This category is intended for entries where the primary goal is to instruct or educate the viewer. While documentary and news projects often have instructional or educational content, they are generally a better fit for the student documentary and news competitions and should not be entered here.
- Music Video: This category is intended for original music videos produced for an individual or group who maintains ownership of the music and lyrics performed. The entrant must have rights to all music and image content for projects submitted to this category.
- Narrative: This category is intended for realism narratives (comedy, drama, etc.). If your narrative is tremendously fragmented or non-traditional, it should be entered in the Animation/Experimental/Mixed category.
- Promotional (PSA, commercial, persuasive): This category includes Public Service Announcements, commercials, and longer promotional pieces such as “recruiting films” for athletic departments.
- Studio (multi-camera or live-to-tape): This category is intended for entries where the majority of editing was done live rather than in post-production. Some “pre-edited” segments may be “rolled into” the live program, but to a large degree, judges are looking for achievement in the live portions of the program.