

# **The Philo Festival of Media Arts**

**October 7-8, 2011**

**@ GRIFFIN HALL**



## **Northern Kentucky University's New Home for the College of Informatics**

**Sponsored By:**

**The Alliance for Community Media's Central States Region**

**Northern Kentucky University, Department of Communication**

**The call for entries is now OPEN!!**

**You can enter ANY media work you have EVER created! (this is a change from previous years) Send us your dramas, your TV shows, your short films...all categories are listed in the brochure. It's going to be a GREAT festival...we can't wait to see your stuff!**

**Want to know more about the Philo and how YOU can enter?**

**Read on...**

### What's a "PHILO"?

The festival is named after Philo T. Farnsworth, the father of modern television. Philo was born August 19, 1906 on a farm near Beaver City, Utah. As a youth in 1922, Philo first revealed his scientific ideas for an all-electric television system. He later established an electronics laboratory in Fort Wayne, Indiana, where he succeeded in turning his dreams into reality by inventing the first receiving tube for television transmissions.



It is fitting that the ACM Central States Region honors the memory of Philo T. Farnsworth by recognizing the efforts of modern day pioneers who work to further develop the use of this technology and promote the use of media in our communities. The "PHILO" is awarded as recognition of excellence in media creation.

### What's this Festival about?

The **Philo Festival of Media Arts** is all about you: the media producer. It's a unique combination of competition, collaboration and educational and creative content hosted by the Central States Alliance for Community Media and the College of Informatics at Northern Kentucky University. The event offers invaluable networking opportunities and immersion into the creative art of the rapidly evolving world of independent media.

The festival features professional speakers, creative minds, and notable mentors that are there to help you tackle the latest media making trends and technology. And of course...the awards will be given to honor and celebrate your amazing work. All of this happens against the backdrop of the grand opening of Griffin Hall, the brand new state of the art home of NKU's College of Informatics. NKU is located just 6 miles from Downtown Cincinnati and Newport, KY.

### What's new this year?

The Philos have been with us for quite some time, but this year we've changed a few things.



1. The categories are a little different, so be sure to read the descriptions below to ensure you are entering the right ones.
2. We also added a second student producer division, providing a split between K-12 work and post-secondary productions.
3. There is NO TIME LIMIT on eligibility. It could be something you made 15 years ago or just last spring. Even if you entered into a Philo before...it's still game.

4. Perhaps most the most exciting change: the new Philo Awards for Excellence. All entries, in EVERY category, will be competing for the following ten awards for excellence: **Excellence in Animation, Excellence in Cinematography, Excellence in Editing, Excellence in Directing, Excellence in Sound Design, Best Documentary, Best Narrative, Best Series Program, Best of Show (the overall most amazing media of the year), and the George C. Stoney Community Activism Award** (George C. Stoney is considered by many as the “Father of Public Access Television”). Finalist for these awards will be notified before the festival, but winners won’t be known until they are announced LIVE at the awards ceremony on October 8<sup>th</sup>. How exciting!!

## **ELIGIBILITY**

**Any** non-commercial media that has been created in **the ACM/Central States region (which includes Michigan, Ohio, Indiana, and Kentucky)** is eligible. Central States will also accept programming from access centers and producers from **Illinois**. This means it **DOES NOT MATTER WHEN** you created it or if you even entered and won a Philo before. Since we are revamping the Philos, we are starting with a clean slate and allowing ALL work produced within the region to be eligible this year. A complete and appropriate entry form must accompany each DVD. Programs may be entered in more than one category, but separate entry forms and DVDs (either printed out or filled out [online](#)) must be submitted for each category. Entries must be postmarked by July 25, 2011. (see below)

## **AWARDS**

The award winners will be honored at the 2011 Philo Festival of Media Arts in Highland Heights, KY on **SATURDAY, October 8<sup>th</sup>, 2011**. All category award winners and grand prize Philo award finalists will be notified prior to the event. Please note that this year we will be giving out ten grand prize Philo Awards for superior technical work and creative content across all categories. (*see below for more information*)



## **CATEGORY SELECTIONS**

*Programs may be entered in more than one category, but a separate entry form and DVD must be used for each category.*

### **ARTS/CULTURAL/RELIGIOUS**

**ARTS/CULTURAL AWARENESS** - Media about the arts, artists or that highlight the presentation of an arts or cultural event or person; media that enhances the understanding of the arts or diverse ethnic and cultural groups that are part of our community

**PERFORMING ARTS** - Media that present a concert, dance, play, poetry or recital

**RELIGIOUS** - Media that reflects religious concepts, traditions or ceremonies

### **PROMOTIONS**

**PROMOTIONAL VIDEO (3:00 OR LESS)** - Short form media designed to promote an idea, event, program or concept; or an individual community media center or channel

**PROMOTIONAL VIDEO (3:01 OR MORE)** - Longer form media designed to promote an idea, event, program or concept; or an individual community media center or channel

**PUBLIC SERVICE ANNOUNCEMENT ( :60 OR LESS)** - Announcement specifically about a public service or non-profit community organization, or about an idea, event, program or concept

### **MEETING/EVENT COVERAGE**

**COMMUNITY EVENT** - Media providing coverage of a public event, festival or celebration

**SPORTS COVERAGE** - Media providing coverage of a sporting event

**GOVERNMENT MEETING** – Media providing coverage of a government meeting or proceeding

### **NEWS and INFORMATION**

**DOCUMENTARY** – Documentary style program about a real life occurrence or event; focusing on a place, organization, or person; or that examines an issue of public importance

**MAGAZINE PROGRAM** - Media that differs from news programs by providing pre-produced segments with more in-depth features or coverage.

**NEWSCAST** - Regularly scheduled produced media providing information, interviews, and segments in a shorter format

**POLITICAL AWARENESS** - Media which increases exposure and access to the democratic process for our communities, or is designed to involve the viewer in the political process. Media may include election coverage, candidate forums, debates, interviews with elected officials, policy discussions, etc.

### **INTERVIEW/TALK SHOW**

**SPORTS ENTERTAINMENT/TALK** - Media about sports or athletes or with a sports focus

**INTERVIEW/TALK SHOW** - Interview format programming; 75% of the program content must be an interview-format program either in the studio or field

### **CREATIVE STORYTELLING**

**ORIGINAL SHORT FILM** - An original scripted film that could be of any genre

**ENTERTAINMENT** - Media designed to entertain the audience; may include original scripted programming

**MUSIC VIDEO** - Media that presents a creative fusion of music and visuals

### **COMMUNITY PROGRAMMING**

**CHILDREN'S PROGRAMMING** - Informational or entertainment media targeted for children

**EMPOWERMENT/INSPIRATIONAL** - Media that empowers people or inspires the audience

**INSTRUCTIONAL** - Media designed to provide “how to” advice, instruction, or training

**SENIORS** – Media, informational or entertaining, targeted for senior citizens

**WEB SITE-Non-Commercial** – Non-commercial web site of an individual, creative project, or non-profit organizations with promotion of community media or non-profit items. Enter URL of your site s the program title on the entry form.

## MAILING

### **Entries will be accepted on DVD only.**

*Do not send masters—send good quality copies. Check your copies before submitting!!*

The Producer should select a 30-second segment for the entry and edit it onto the beginning of the DVD. This segment might be used to recognize your work if your entry is a winner.

Send entries to:

**2011 PHILO FESTIVAL OF MEDIA ARTS  
c/o Sara Drabik  
559 Griffin Hall, NKU  
Nunn Drive  
Highland Heights, KY 41099**

Entry fee payment must accompany the entries. Make checks or money orders payable to:  
**Alliance for Community Media Central States Region**

**DVDs** must be clearly labeled on **BOTH** the DVD and the DVD case with the following information:

**\*PRODUCER NAME  
\*PROFESSIONAL, NON-PROFESSIONAL,  
STUDENT POST-SECONDARY or STUDENT K-12  
\*TITLE  
\*CATEGORY ENTERED  
\*PROGRAM LENGTH  
\*RETURN ADDRESS**

*Be sure to label both the DVD and the DVD case!*

## FEES

**Early bird** entries must be postmarked by **June 30, 2011**. Entry fees for early bird entries will be **\$15.00 for members** of the Alliance for Community Media and **\$20.00 for non-members**.

Fees for entries postmarked **after June 30th** are **\$20.00 for members** and **\$25.00 for non-members**. **DO NOT SEND CASH.**

**All DVDs must be postmarked by Monday, July 25, 2011.**

Entry fee payment must accompany the entries. Make checks or money orders payable to: **Alliance for Community Media Central States Region**.

### **Want to become a member?**

Become a member of the Alliance for Community Media for a mere \$30! To find out more about membership, visit us at <http://www.csregionacm.org/alliance.php>.

*To become a member, add \$30 to your first entry and that and ALL subsequent entries are at member rate!*

## Producer Intent

This is to provide additional information for the judges to make informed decisions on whether the producer accomplished their goals. Was the program intended just to entertain or to make a statement about a perceived situation in an entertaining way, to motivate the viewer to action or to provide the viewer with information, to satirize a particular media genre or to copy the genre? Something else? Please let the judges know what the intent of the production was. **This will affect 10% of your total score, so be specific.**

## Suggested Viewing

Judges are required to watch at least 10 minutes of each DVD – normally the first 3 minutes, last three minutes and 4 minutes somewhere in the middle. The judges will always watch the first three minutes, but the producer can now specify up to three additional spots on the DVD, for a **total** of 7 additional minutes, that they would like the judges to view. The judges will make all efforts to view the specific segments listed by the producer on the entry form. Other segments may also be reviewed by the judges at their sole discretion. The producer should **reset the counter at the beginning of the program** when identifying suggested viewing spots on the DVD.

## PRODUCER DIVISIONS

### Professional, Non-Professional Student K-12 or Student post-Secondary?

DVD's are judged in divisions so that entries by professionals are judged against other professionals, student entries against student entries, and so forth. We rely on your discretion to make certain your program is entered in the proper division. Please use the information below to determine the appropriate division for your entry.

**Student Divisions:** Programs entered in the student divisions **must be produced by students** in grades K through 12 or post-secondary institutions as a school or school-related activity. Faculty or other adults may supervise the production but the overall direction and control of the production and **all** technical tasks (camera, directing, editing, sound, etc.) must be performed by students. On-camera talent may be students or non-students.

Programs produced by students may be entered in any category except the compilation categories, and will be judged against other student entries.

**Professional/Non-professional Division:** Use the worksheet below to determine if your program should be entered in the professional or the non-professional division.

The total cash (not in-kind) budget for this program was:

- \$0 (0 points) \$1 to \$100 (5 points) \$101 to \$1000 (15 points) over \$1000 (20 points) \_\_\_\_\_

Was any of the recording or editing of this program done:

- By a person who was paid to do it? (10 points for Yes) \_\_\_\_\_
- In the past year, was the individual most responsible for the content of the production paid any amount for work on this production or any other media production? (15 points for Yes, if full time 20 pts) \_\_\_\_\_
- In the past year, was any one of the crew members (camera, audio, director, editor) paid any amount for work on this production or any other media production? (10 points for Yes, if full time-15 pts) \_\_\_\_\_

**IF WORKSHEET TOTAL IS OVER 20 POINTS, YOUR PROGRAM MUST BE ENTERED IN THE PROFESSIONAL DIVISION.**

**2011 PHILO ENTRY FORM (also online [HERE](#))**

*DVDs received with incomplete entry forms will not be eligible!*

Please print legibly or type information

Producer \_\_\_\_\_ Phone( ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Producer E-Mail address \_\_\_\_\_

Program Title \_\_\_\_\_

Producer intent (see page three)

\_\_\_\_\_

\_\_\_\_\_

Name(s) on Award: (60 CHARACTERS MAXIMUM) \_\_\_\_\_

**IF CREATED OR AIRED AT AN CABLE ACCESS FACILITY (not a requirement)**

Access Facility \_\_\_\_\_ Phone( ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Access Center E-Mail address \_\_\_\_\_

**PRODUCER & PROGRAM STATUS: PRODUCER CLASSIFICATION SCORE \_\_\_\_**

( ) Professional ( ) Non-Professional ( ) Post-Secondary Student ( ) Student K-12

**CATEGORIES: CHECK ONLY ONE**

- ( ) Arts/Cultural Awareness
- ( ) Children’s Programming
- ( ) Community Event
- ( ) Documentary
- ( ) Empowerment/Inspirational
- ( ) Entertainment
- ( ) Government Meeting
- ( ) Instructional
- ( ) Interview/Talk Show
- ( ) Magazine Program
- ( ) Music Video
- ( ) Newscast
- ( ) Original Short Film
- ( ) Performing Arts
- ( ) Political Awareness
- ( ) Promotional Video (3:00 or less)
- ( ) Promotional Video (3:01 or more)
- ( ) P.S.A.
- ( ) Religious
- ( ) Seniors
- ( ) Sports Coverage
- ( ) Sports Entertainment/Talk
- ( ) Web Site-Non-Commercial

Link to website if applicable: \_\_\_\_\_

Suggested viewing times: (see page 5) \_\_\_\_\_

**Compilation Categories**

There are four professional-only compilation categories. All compilation DVD’s must include a minimum of 5 different show excerpts, and the total compilation should be no more than 15 minutes in length. The PEG compilation category should be used by a PEG facility; the Public, Educational, or Government compilation categories should be used by individual Public, Educational or Government access only facilities. Support materials can be included by the access facility but be sure to make three copies of any print material.

|  |                  |                 |                 |
|--|------------------|-----------------|-----------------|
| <b>COMPLETE THE FOLLOWING FOR EXCELLENCE IN ACCESS ENTRIES ONLY:</b> |                  |                 |                 |
| Entries limited to access centers only-professional division         |                  |                 |                 |
| ( ) PEG  | ( ) Public       | ( ) Educational | ( ) Government  |
| Indicate Access Center’s budget:                                     | ( ) Under \$150k | ( ) \$150-300k  | ( ) Over \$300k |

All entries are eligible for the following Philo Awards: **Excellence in Animation, Excellence in Cinematography, Excellence in Editing, Excellence in Directing, Excellence in Sound Design, Best Documentary, Best Narrative, Best Series Program, the George C. Stoney Community Activism Award, and Best of Show.**

**ENTRY FEES & DEADLINES:** (producers & access centers may send one check for each group of DVD's mailed together)

For each entry enclose a check or money order payable to: **The Alliance for Community Media Central States Region**

**Early Bird Fees:** (  ) Members-\$15. (  ) Non-members-\$20 **Early bird entries must be postmarked by June 30<sup>th</sup>, 2011**

**All other entries must be postmarked by July 25<sup>th</sup>, 2011** (  ) Members-\$20. (  ) Non-members-\$25

**I Want to Become a Member!!!** (  ) \$30

I understand that by signing below, I am giving the ACM Central States Region the right to use my program for Philo Festival promotion. I affirm that copyright clearance has been obtained for distribution purposes, and my signature verifies that I have authority to submit this program.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## **Important Information-Please Read Carefully**

- Winners and finalists will be notified by email. All entries will also receive by email their judging forms and a festival registration brochure.
- **DVDs will not be returned. Do NOT send masters!**
- Entries will not be judged, if, upon the determination of the judging site and review by the PHILO Awards Committee, an entry is deemed disqualified for :
  - Technical reasons, no audio or video, unstable playback, etc. **Please make sure that your entry is a viewable-quality copy.**
  - Entry in to the wrong category. **Please make sure that your entry is qualified for the selected category.**
- Entry fees cover processing and handling and are non-refundable.
- An access center that is an organizational member of the ACM may enter a group of DVDs at the member rate, provided that all DVDs are mailed in one package and use a single check for the total amount.

**If an access center takes advantage of this offer, it could be asked to act as a judging site at the discretion of the Philo Awards Committee.**