

June, 2004

Dear Judging Site Coordinator:

Thank you for agreeing to be a judging site for the **2004 Philo T. Farnsworth Video Festival**. Your contribution of time and help is extremely appreciated. The Central States Region of the Alliance for Community Media is proud of the fact that the inventor of television had an electronics lab in Ft. Wayne, Indiana. It is in this spirit that we honor his memory and salute his genius.

Your tapes for judging will need to be sorted by category and producer classification (either Professional, Non-Professional, or Student.) If you have been assigned more than one category to judge, you may want to utilize a different judging panel for each category to avoid judge burnout. If you have mixed producer classifications in your assigned categories, please judge any **student entries first**, then **non-professional**, and the **professional entries last**.

If you are judging a category with a lot of entries, you may be performing a preliminary judging function. **If this is the case**, your packet will include detailed instructions for you to follow. If you do not have preliminary judging information, you can assume that you are judging all the tapes in a particular category.

Judging panels are comprised of **three (3) judges**. Due to numerous comments from producers & judging sites regarding the quality and negativity of judging comments, the Philo Committee is asking the judging sites to **only use access staff in the judging process**. By using access staff, the Philo Committee hopes to eliminate these negative comments, since it is assumed that access staff has an empathic understanding of what it takes to produce a program.

Since **each judge must watch the same portions of each entry**, it is usually better if the three judge panel **watch all the tapes at the same time**. You may want to host a "Judging Party", where you provide refreshments while the panel reviews the category. The judges, however, **should not discuss the entry** until each has had an opportunity to score the entry.

This year the Philo Committee has changed it's procedures regarding what you watch on each tape. As in the past, you will still be asked to watch at least 10 minutes from each program although the judges are encouraged to view as much of the program as they wish. However, **after watching the first 3 minutes**, producers may list up to three additional viewing locations in the program they would like you to look at. These additional viewing locations are listed on the entry form. After resetting the counter at the beginning of the program, please view the places in the program that the producer has requested. The producers have been instructed to make sure that the total viewing length does not exceed 10 minutes. If the producers have suggested more than three additional places or the total is more than 10 minutes, then feel free to view just the first three viewing locations listed for a total of 10 minutes.

Enclosed is a copy of the **Judging Procedures, Judging Forms, and Scoring Sheets**. Please duplicate these forms as many times as needed. In addition you will find each **entry form attached to the tape entry**. Please note that each entry includes a "Philo Tape Number" on the tape label and entry form that should be referenced on the Judging Forms. If each tape and entry form does not have a matching Philo tape number, please notify the Philo Coordinator immediately.

As the judging site coordinator, you will need to tabulate the scores from the Judging Forms. Then fill out a Scoring Sheet for each entry and return it along with **ALL the Judging Forms** and the **top three tapes in each category and division** by securing them with a rubber band around the tapes. You may keep any other remaining tapes. Please be advised you can not playback or use any video or audio from these remaining tapes without contacting the producer directly for playback rights.

It is extremely helpful if you can provide your judges with some background on the philosophy of community media, so that they will have a better understanding of the thought process behind these productions. **Please remind your judges to use constructive criticism in their comments to help producers improve and grow in their use of community media, as ALL judging forms will be returned to the producers.** Many producers enter the Philos to receive positive feedback which they use to try to make their programs better. **Negative feedback is neither welcomed nor productive for our producers or for the awards.**

Here are some suggestions for you to consider as your staff judges review these programs.

- Don't Criticize. Do Critique.
- Consider whether the producer had any control over the problems that may be apparent in the video. Access equipment gets old; studios and windless days aren't always available, sometimes you just can't place the cameras where you want.
- Consider the topic in its local context. Because an issue is not important in your area does not make it irrelevant in its own time and place.
- Make sure all the judges have **read the producer intent section** on the entry form. This is meant to help the judges better understand what the producer wanted the program to accomplish, and should make it easier to make positive judging comments for the producer.
- Make sure you **review the suggested viewing section** on the entry form and make every attempt to look at the viewing locations listed by the producer.
- Your comments to the producer should help them make a better program the next time. For example: **DON'T SAY "Boring"** DO SAY "The program would have benefited from cut-aways to show the reaction of the audience."
- Stay away from personal remarks.
- Unkind, mean-spirited and/or derogatory remarks are not acceptable. If you have a judge that can't refrain from making such remarks, please consider replacing that judge.
- The rule of thumb is, say something positive or constructive, **do not use destructive criticism.**

The **top three** tapes in each division, **all** judging forms, and scoring sheets must be returned to PITVN in Cincinnati, OH by **Monday, August 9, 2004**, to allow enough time to order the plaques and certificates and produce the clip reel for the awards. The return address is:

2004 Philo Festival Coordinator

attn: Rod R. Swartz
c/o Princeton High School
11080 Chester Rd.
Cincinnati, OH 45246

If you have any questions, please feel free to contact me directly at 513.552.8275 or by e-mail. Thanks again for your support in the Philo T. Farnsworth Video Festival!

All the best,

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