



**MIDWEST MEDIA**  
EDUCATORS ASSOCIATION

# 2022 FESTIVAL PACKET

MMEA Members:

This packet contains all of the information necessary for participating in the 29th Annual High School Video Festival. As rules, guidelines, categories, etc. can change from year to year, please be sure you are reading through this packet carefully as we expect each school to follow the guidelines/rules for the competition.

Here are a few items worth noting for this year's competition:

-The 29th Annual festival will be held on April 29, 2022. (A decision will be made mid-January regarding whether the festival will be in-person or virtual. We'll make that announcement via email.)

-Deadline for entries this year will be Friday, February 18, 2022 at 10:00pm.

-Music Video entries will be uploaded via Google Drive. See uploading instructions for details.

-All monies (membership fee, entry fees, and festival attendance fees - if applicable) will be due no later than March 15, 2022. If fees are not paid by this deadline, the school's entries will not be eligible to move on to judging. Payments can be made by check or via PayPal- that info will be forthcoming in February.

-All videos submitted to the festival must meet MMEA standards. If you have questions about this rule contact Mark Ciesielski- [mciesielski@hf233.org](mailto:mciesielski@hf233.org).

Any questions or concerns regarding the festival and the entry forms please call Mark Ciesielski (219-629-0297) or email [mciesielski@hf233.org](mailto:mciesielski@hf233.org).

We look forward to a great contest this year!

Thank you,  
Mark Ciesielski  
President MMEA

## FESTIVAL COMMITTEE MEMBERS

Phillip Ash  
Julie Benca  
Brendan Chambers  
Mark Ciesielski  
John Gelsomino

Michael Lynch  
Gary Prokes  
Todd Rubin  
Mason Strom  
Lisa Traut

## MMEA ADMINISTRATION

President  
Vice President  
Treasurer  
Secretary  
Judge Coord.

Mark Ciesielski  
Brendan Chambers  
John Gelsomino  
Lisa Traut  
Julie Benca

## BROADCAST STANDARDS

All videos submitted to the festival must meet these broadcast standards and may not violate in-school rules and expectations. Videos may not include the following content (implicitly or explicitly):

**Drugs, drug paraphernalia, drug use, alcohol:**

Not permitted, except in the non-fiction categories- PSA, Documentary, News Package, News Program, Talk Show, Cinematography if shots were used in a previously entered video)

**Nudity, partial nudity:**

Not allowed

**Sex:**

Videos may not contain scenes showing the act of, or implying some type of sexual act has taken place

**Profanity:**

Not allowed; bleeping of words is not acceptable; deleting the audio but still being able to see the mouth form the words is not acceptable.

**Violence/Weapons:**

No act of violence with a weapon can be seen on camera, but images of weapons (guns, knives, etc.) are permitted on screen.

**Copyright Music:**

Any song can be used in the Music Video or Social Media categories provided it is a non-explicit/clean version of the song. All Music Video and Social Media entries must be uploaded to Google Drive.

ALL other categories require music that is copyright free. Music from a purchased AND licensed provider is accepted, as well as copyright free websites such as the Youtube Copyright Free Audio Library.

*If you have a question about material in a video before you submit it to the contest, feel free to email any questions regarding possible violations to Mark Ciesielski ([mciesielski@hf233.org](mailto:mciesielski@hf233.org)).*

## VIOLATIONS

If you feel a video entered into the festival has violated any of the above standards, please fill out the information requested in the Google form that was shared with the membership in the email regarding this year's festival. The Festival Committee will review the information shared, discuss the possible violation, and vote as to whether they feel the video violates the above standards or not.

If the majority of the committee feels the video violates the standards, it will be disqualified from the video festival and the school that produced the video will be notified. If the majority of the committee feels the video does not violate the standards, it will not be disqualified from the video festival.

*All decisions are final and entry fees will not be refunded should an entry be disqualified.*

# RULES FOR ENTRIES

**Deadline for Entries is 10:00pm, Friday, February 18, 2022**

-Only entries produced by currently enrolled high school students (2021-2022 school year) are eligible and the entries must have been produced between February 20, 2021 and February 18, 2022 (this includes the work submitted within the Cinematography entries).

*-All entries must be submitted online via YouTube, Vimeo or Google Drive link. Please check the submitted video link to ensure playback of the entire video. If the judge cannot play the video via the link provided, it will be disqualified. All YouTube entries must be listed as "Public" from February 18 thru May 6. All Google entries must have "Anyone with the link can view" as their permission settings from February 18 through May 6.*

-Do not include student name or school names in the online entry title. When uploading your video online, please title it with the same title that is entered on the entry submission page. Do not include slates on the uploaded videos. You do not need to include the category of the video in the title. Please keep titles of entries to under 30 characters.

*-All entries must meet the requirements of school broadcast standards and practices in relation to language and visual content. By uploading the video, the faculty advisor assumes all responsibility for the material contained in the entry. See cover page for detailed definition of MMEA School Broadcast Standards.*

-All entries must be the original work of the student producer including scripting, directing, videotaping, editing, and graphics. The only exceptions would be Documentary, News Program, Talk Show, News Package and Natural Audio News Package categories. These categories allow copyrighted images or video for historical purposes, and may include content not produced by the student, as long as it is attributed to the original owner.

-Work that was produced either in part or in full by a faculty member is not eligible to be entered.

-Only one entry will be allowed per student per category and a maximum of four students may be listed as producers for each entry.

-Content from a video entry may not be entered into more than one category (with the exception of Cinematography, Movie Trailer, News Program, and Talk Show.)

-All entries must be in English, or submit a typed, scripted translation to Mark Ciesielski ([mciesielski@hf233.org](mailto:mciesielski@hf233.org)) by the entry deadline.

-Each entry has a specific time requirement (listed after the description). Any submissions over that time requirement will be disqualified.

Entries may be:

- 1) ...an excerpt of a show
- 2) ...a highlight reel consisting of the best segments (*with the exception of the Live Event Sports, Live Event Non-Sports Coverage, and Talk Show categories*)
- 3) ...a full program (within the time requirements)

-Due to the complex judging process, an entry entered in the wrong category will not be judged. Questions regarding category placement, call Mark Ciesielski at 219-629-0297.

## CATEGORIES

### CINEMATOGRAPHY

*Maximum length: 2 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed*

For outstanding achievement in cinematography demonstrating the use of shot composition, movement, lighting, focus, and directing the viewer's perspective. Entries may contain a single example or a composite reel.

### COMEDIC NARRATIVE

*Maximum length: 5 minutes. Entries Per School: 2*  
*Copyright Music NOT Allowed*

Entries must be based on an original comedic script (not the taping of a stage production). *Maximum length: 2 minutes. (3 per school)*

### COMMERCIAL

*Maximum length: 1 minute Entries Per School: 3*  
*Copyright Music NOT Allowed*

Entries advertise a real or fictitious product or service in a new way. All aspects of the commercial must be produced by the students. Students can use the static logo, but not in a way that has been previously produced.

### DEMONSTRATION

*Maximum length: 3 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed*

Entries can be training videos or a demonstration of a process which should provide clear instruction to the viewer.

### DOCUMENTARY

*Maximum length: 5 minutes Entries Per School: 2*  
*Copyright Music NOT Allowed Copyright Images/Video can be used*

Entries can focus on a compelling event, societal issue, person or group. Mockumentaries are not acceptable in this category.

### DRAMATIC NARRATIVE

*Maximum length: 5 minutes Entries Per School: 2*  
*Copyright Music NOT Allowed*

Entries must be based on an original dramatic script (not the taping of a stage production).

### LIVE EVENT - NON SPORTS

*Maximum length: 3 minutes Entries Per School: 3*  
*Copyright Music Allowed*

A multi-camera, live-to-tape production of a live event (performing arts show, variety show, school board meeting, assemblies, etc). Entry must represent an unedited, *continuous* sample of the work, and **MUST** be student directed, switched, and shot. Compilation entries will be disqualified.

### LIVE EVENT - SPORTS

*Maximum length: 3 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed*

A multi-camera, live-to-tape production of a sporting event. Entry must represent an unedited, *continuous* sample of the work, and **MUST** be student directed, switched, announced, and shot. Compilation entries will be disqualified.

### MOVIE TRAILER

*Maximum length: 90 seconds Entries Per School: 3*  
*Copyright Music NOT Allowed*

Entries can promote either a real or fictitious student-produced movie.

### MUSIC VIDEO

*Maximum length: 5 minutes Entries Per School: 2*  
*Copyright Music Allowed*

Entries must demonstrate a link between the music and original images shot and edited by students. Original music is encouraged but not required.

### NATURAL AUDIO NEWS PACKAGE

*Maximum length: 2 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed*

Produce a story on any topic using b-roll, sound bytes, and natural sound only. No reporter introduction, narration tracks, or music is permitted.

### NEWS PACKAGE

*Maximum length: 2 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed Copyright Images/Video can be used*

Entries should present a report focused on a topic or event. Stories should contain traditional elements of a news package (standup, b-roll, sound bites, voice over).

### NEWS PROGRAM

*Maximum length: 10 minutes Entries Per School: 1*  
*Copyright Music NOT Allowed Copyright Images/Video can be used*

An anchor-based newscast which could include packages, weather, sports, commentary, interviews, etc.

### P.S.A.

*Maximum length: 1 minute Entries Per School: 3*  
*Copyright Music NOT Allowed*

Public Service Announcement entries that promote awareness of a social or civic issue, or an organization.

### SCHOOL PROMOTION

*Maximum length: 3 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed*

Showcase your school's academic, sports, or fine arts, activities, community, and culture.

### SOCIAL MEDIA

*Maximum length: 30 Seconds Entries Per School: 3*  
*Copyright Music Allowed*

Using the editing tools available on your phone/social media app, create a video using **ONLY** your cell phone that includes ALL of the following items: school mascot, front of your school, school colors, school clothing and sign with your school name. These items could be combined (ex: school colors are on your school shirt).

### TALK SHOW

*Maximum length: 5 minutes Entries Per School: 3*  
*Copyright Music NOT Allowed Copyright Images/Video can be used*

Entries must be of 1 of 2 formats - 1) an interview-based show (with a host and guest(s) in a studio or on location, or 2) multiple anchors having a discussion about a particular topic (unscripted). Entry must represent a continuous sample of the work. Entry **MUST** be student directed and **MUST** be hosted by a student and represent one singular episode (although highlights and cutaway segments may be included). Compilation entries will be disqualified.

# INSTRUCTIONS FOR SUBMITTING ENTRIES

On the **evening of January 17<sup>th</sup>**, the primary instructor at each school will receive an email containing the login and password that is specific to your school. There will be 1 login for student entries and 1 login for the primary instructor (who will have deleting abilities for that school's entries). Teachers should NOT share the primary login/password with the students.

**Deadline for Entries is 10:00pm, Friday, February 18, 2022**

## UPLOADING

- 1- Upload entry video to YouTube or Vimeo. (any of the entries are allowed to be uploaded via Google, not just the Music Videos)
- 2- Title it with the same title you will enter on the Video Festival Entry site. **Please keep titles to under 30 characters.** YouTube - entry must be listed as Public. Google - entry must be listed as "Anyone with the link can view".
- 3- Copy the URL
- 4- Login to the Video Festival Entry site (**fest.mmea.tv**) using the username and password provided to you in the January 17<sup>th</sup> email (if you have lost your login info contact Lisa Traut (lisa\_traut@ipsd.org))
- 5- Click on "Submit Entry"
- 6- Fill out the entire form completely. If there is no 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> Student Producer, please leave that information blank.
- 7- For the "Description" section, be sure to accurately describe the video and provide information you feel is necessary for the judges – they will see this when they are watching the video.
- 8- Enter the TRT for the video that is submitted. Please be mindful of the maximum time limits for each category.
- 9- Click "Submit Entry" on the bottom
- 10- Entries may be deleted up until the entry **deadline time (10:00pm, Friday, February 18, 2022)**. To do this, go to the main page that shows the entries for your school. Click on the entry you wish to delete. Under the video, click "Remove Entry". It will ask you again if you wish to remove the entry. Once it's removed, there is no way to get it back – you will have to resubmit the entry by the deadline.
- 11- Prior to the February 18 deadline, it is your responsibility to make sure your entry has not been blocked by Youtube or Vimeo and to make sure the video on Google can be viewed by anyone. If video is blocked by Youtube or Vimeo or cannot be viewed on Google after the deadline, the video will be disqualified.
- 12- You will be charged the entry fee for any entries still on the site after the deadline. Any mistakes, duplicates, etc. MUST be deleted by the entry deadline.

## SUBMITTING PAYMENT

- All monies (membership fee, entry fees, and festival attendance fees [if applicable]) will be due no later than **March 15, 2022**. A form will be sent to all schools in early February with complete directions regarding payment. If fees are not paid by this deadline, the school's entries will not be eligible to be judged.
- Schools will be able to pay their fees one of two ways – via PayPal or with a check.
- For schools paying via PayPal: **-\$15 fee added to festival fees to cover administrative costs**

## MEMBER SCHOOLS

If you do not see your school in the list below, please notify Mark Ciesielski ([mciesielski@hf233.org](mailto:mciesielski@hf233.org)) prior to Feb. 1<sup>st</sup>.

Back of the Yards  
 Barrington  
 Batavia  
 Bremen  
 Crown Point  
 Deerfield  
 Downers Grove North  
 Eisenhower  
 Franklin  
 Geneseo  
 Geneva  
 Glenbrook North  
 Glenbrook South  
 Highland Park  
 Hillcrest  
 Homewood-Flossmoor  
 Huntley  
 Joliet Catholic  
 Lake Forest  
 Libertyville  
 Lyons Township  
 Maine East  
 Maine South  
 Maine West  
 Marist  
 Metea Valley  
 Morton East  
 Morther McAuley  
 Mundelein  
 Neuqua Valley  
 New Trier  
 Oak Forest  
 Oak Park River Forest  
 Riverside-Brookfield  
 South Elgin  
 Southland College Prep  
 Tinley Park  
 Vernon Hills  
 Waubonsie Valley  
 Wheaton Academy  
 Wheaton North  
 Wheeling  
 York

## JUDGING PROCEDURES

The judging procedure for this year's festival has been redesigned based on feedback from both MMEA members and the professional judges. For this process to work and be successful, it will require effort from every member of MMEA. Please read thru the directions below.

- All entries will be due by 10pm on Friday, February 18th
- Every MMEA member will be assigned 1-2 categories and the member will watch all of the video entries and determine their top 15 videos for each category assigned.
  - Categories will be determined prior to January 20<sup>th</sup>
- Members will have from February 19th thru March 7<sup>th</sup> to watch the videos in their assigned categories, and determine their top 10-15 videos for each of the assigned categories.
- Members will bring their list of top 10 videos in each of their categories to the Spring meeting. Details on this meeting will be forthcoming.
- During the meeting on, members will meet in small groups with other members who judged the same category, and as a group, will determine the top 8-12 videos from that particular category that will move on to be judged by the professional judges.
  - MMEA members will be providing written feedback on the videos in their category. The feedback must be posted on the festival site no later than April 28, 2022.
- After the Spring meeting, judges will receive the list of the top 8-12 videos that they are to watch. 3 judges (per category) will judge those videos and score them. Feedback from those judges will be encouraged, but will be optional.
- The scores from the 3 judges will be averaged together to determine the top 5 videos in each category. Those top 5 videos in each category will be announced at the Video Festival on April 29<sup>th</sup>.

## FREQUENTLY ASKED QUESTIONS

### **If my school is not a MMEA member, can we enter our projects into the Video Festival?**

Only current MMEA member schools are allowed to enter their students' projects. If you are not a current member and you plan on paying your membership dues in March with your festival fees, that is acceptable.

### **If my school is not entering any videos to the festival, can we still attend the Video Festival?**

Yes, as long as your membership is current. Please complete the Submission Summary Report (that will be sent out in early February) and submit your payment by the due date.

### **I have a video that a student created, but I'm not sure which category it would fall into. Can I enter the same video into two categories?**

No, you may not enter the same video into multiple categories. Even if it is a different section of the same video, you may enter it in one category only. Please contact Mark Ciesielski for assistance in placing the video in the proper category.

### **If the video festival is in person this year, will attendance be limited?**

Most likely, yes. More information regarding the actual festival will be sent out in mid-January when a decision is made regarding an in-person festival or a virtual festival.

### **I have a video that is originally 12 minutes long, but the category limit is 5 minutes. Can I upload the entire 12 minutes and just hope that the judges will stop watching after 5 minutes?**

Please do not upload any extra video to the website beyond the time limit for that particular category. If the category limit is 5 minutes, please upload only 5 minutes. If you upload more than the category limit, it will be disqualified.

### ***My students produced an entry that contains one piece of footage shot by a teacher. Since it's just a small part of the video, is this still acceptable?***

No. Any video shot, directed, or edited by a faculty member is not allowed in any entry.

### ***Do I need to include a slate at the beginning of the video?***

No, slates are no longer required at the beginning of each video.

### ***Can our school/district use a credit card to pay for our entry fees & membership?***

Schools may pay their fees via a school check or via PayPal. All fees must be paid no later than March 15, 2022. Details regarding how to pay will be forthcoming in early February. Please note there will be an additional charge for using PayPal (this helps to offset the fees that MMEA receives from PayPal).

### ***If I misplace this packet, where can I find it and/or the forms?***

A copy of this packet and all the necessary forms can be found under the "Video Fest" tab on the MMEA website – [www.mmea.tv](http://www.mmea.tv)

### ***The video festival event in April starts and ends when?***

The Video Festival is on Friday, April 29th. If we are in person, the start time will be 9am. If we are virtual, a start time will be determined at a later date. A decision will be made in mid-January regarding an in-person festival or a virtual festival.