

iParable 10.DV CHALLENGE

digital content festival

SOUTHEASTERN CONFERENCE INTERACTIVE MINISTRIES

2010

What is the iParable 10.DV Challenge?

It's a video production contest created by Southeastern Conference in an effort to populate its YouTube® channel with uplifting content. **iParable 10.DV Challenge** challenges young people to use their unique gifts to create relevant digital content that can be used to spread the gospel in this Internet age. **There are two categories – the student competition and the professional/non-student amateur showcase.** All entries, after the contest, will be posted on the SEC YouTube® channel for the public to view. Qualified projects will also be submitted to The Hope Channel® and the Adventist Channel for broadcast consideration. The winning video will be automatically submitted to the NAD SonScreen Christian Film Festival with all fees paid by Interactive Ministries. Each member of the winning team will receive a cash prize, an iPod and a copy of Adobe Premiere Video editing software.

Why 10 Minutes?

YouTube® limits the length of videos placed on its site 10 minutes.

Eligibility

The student competition is open to all youth groups SEC territory. Students must be in high school or college to participate. Teams must include a mentor and are limited to four crew members. visit www.secsda.org/iparable for additional eligibility guidelines.

The Non-student/Professional competition includes both independent Professional and amateur filmmakers. A select number of filmmakers will be featured in this category for exposure and acknowledgement of their work, mentoring purposes, and professional networking opportunities. One will be chosen as "Best in Category" and all will receive recognition at the Leadership Summit.

How to Enter

To enter each team must complete the following steps:

1. Read and understand the rules and regulations for the contest on the back of this flyer or on our website www.secsda.org/iparable
2. Submit the application along with your project to Southeastern by February 1, 2010.



For more information log onto

www.secsda.org/iparable

or contact Sherrie Barton-Smith at

352-735-3142 ext. 101 or sbarton@secsda.org

or Robert Henley at 352-735-3142 ext. 126 or rhenley@secsda.org

Contest Rules and Requirements

All portions of the entry must be shot and edited at the convention and turned in either Quicktime (.mov) or DV (.avi) format on flash drive, DV tape or DVD.

1. Multiple submissions are not permitted. However, a church can have more than one team.
2. Entries must be submitted on a flash drive, DV tape or DV in the MP4-(H.264), Quicktime (.mov) or DV (.avi) format.
3. The sponsor for each team is in an advisory role only. They are not allowed to do any work for or with the students, such as directing, shooting, writing, lighting, editing, etc. They can supervise and help with necessary paperwork and act in the video if needed.
4. All entries must be 10 minutes or less. Videos over 10 minutes will not be accepted.
5. All eligible team members must be registered before 5:00 p.m. EST, Monday, February 1, 2010. Teams are limited to four crew members. Actors do not count as crew members.
6. Videos must be of a religious theme. Videos must not contain any material which Southeastern, in its sole discretion, deems patently offensive or having un-Christian-like content.
7. Videos must not make unauthorized use of copyrighted property from another film, video, song, picture, or composition.
8. There must be an opening shot (separate from the video project and not counted in the video's run time) before the video that lists the entrants church or school, team members' names, subject storyline, and the three storytelling elements chosen.
9. Only original videos made specifically for this contest are eligible to win.
10. The video may not be posted or screened on any websites until after the Leadership Summit is over and the winner has been announced. All accepted videos will be showcased on the Southeastern Conference web page and YouTube® Channel.

Video Submission Requirements

The participants must own all the rights to the submitted video and its contents and/or be authorized to use the contents of the video submitted. Entries may use digital photography, original music, or music from a music library. All videos must be the original work of the entrants and must not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity. If the video contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to the submission of the video, any and all releases and consents necessary to permit use and the use of the video by Southeastern for promotional and web use. For more information about copyright law, please visit www.copyright.gov/laws/.

Southeastern reserves the right to disqualify a team which violates the contest rules or copyright regulations. If Christian values are not adhered to in a team's storytelling, Southeastern will remove the offending material from the contest and the team will be disqualified from the competition.

Right to Display Video Submissions

Each entrant agrees and grants Southeastern permission to make available and display/perform and otherwise distribute entrant's names, photographs, likeness, voice, church/school, testimonials, and video submission in printed, broadcast, and/or new media, in perpetuity, in any manner they deem appropriate in connection with promoting the video submission itself, the contest, or the Southeastern without further compensation in connection with this contest.

Judging Criteria

The decisions are at the complete discretion of the judges, all decisions are final. The following criteria will be used when reviewing the videos:

Content: Script/story, creativity, originality, pacing, and coherence, communication of message.

Aesthetics and Technical Excellence: Visual creativity, cinematography, lighting camera operation, editing, sound, and effective use of special effects and titles.

Overall Quality: Overall impression and enjoyment factor.

Winner Selection Process: The videos will be judged by media professionals. The top three videos selected will be presented at the iParable Awards Ceremony at the Leadership Summit, Friday evening, February 12, 2010.

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