

Alliance for Community Media
2010 Hometown Video Awards
Call for Entries
Complete your entry on-line at
www.alliancecm.org

Please read this information booklet carefully before you submit your program. If you have questions, contact the Hometown Coordinator, Deborah Vinsel at (360) 956-3100 or dvinsel@alliancecm.org

The Hometown Video Awards honors and promotes community media and local cable programs that are distributed on Public, Educational, and Governmental (PEG) access cable television channels. Awards are presented to creative programs that address community needs, develop diverse community involvement, challenge conventional commercial television formats, and move viewers to experience television in a different way. Hometown is local cable's largest video awards competition.

Winners Receive National Recognition

Each award winner receives a beautiful plaque personalized with the name of the producer, title of the program, and the category for which it won. Duplicate plaques may be purchased for a fee.

All winning entries will be listed in the **The Community Media Review** and on the Alliance web site. Selected entries may be included in sampler tapes and other materials used by the Alliance to promote community media.

Judges may also award an Honorable Mention to programs that deserve special recognition. Honorable Mention recipients receive a personalized plaque.

Eligibility

The Hometown Video Awards welcome non-commercial programming from media professionals, non-professionals and youth. With the exception of the Website categories, programs entered must have had their first telecast on a local cable access channel on or between January 1, 2009 and December 31, 2009. Some categories require specific criteria to be met in order for an entry to be eligible. Be sure to read the category descriptions carefully so that your entry will not be disqualified.

Enter Online

Use the on-line process entry at www.alliancecm.org to complete entry forms and submit a credit card payment. You may also download forms.

Entry Fees

Alliance member = **\$40** per entry
Non-member = **\$70** per entry

Organizational Member Discount

Current organizational members of the Alliance may submit an unlimited number of entries at the member rate, whether or not each producer is an Alliance individual member. The entries must be shipped together.

Payment

Pay by check, money order, purchase order or charge to Visa, MasterCard, or American Express. All payments must be in U.S. dollars. **Please enclose your payment or copy of your credit card receipt with your entries.** Make your check/money order/purchase order payable in U.S. funds to:

ALLIANCE FOR COMMUNITY MEDIA

Entry Deadline

Entries must be received by

March 27, 2010.

Send Entries To

**HOMETOWN VIDEO AWARDS
c/o TCTV
440 Yauger Way SW, Suite C
Olympia WA 98502**

Entry Format -DVD ONLY

Entries must be submitted on a **single DVD**. We recommend **DVD-R format**. Make sure your DVD is properly finalized! Chapters and program menus are permitted. **No videotape of any kind will be accepted.**

Entry Length

You may submit programs of any length; however the entire entry **MUST** be submitted on a single DVD. Be sure to record at the best possible compression rate for the length of program submitted. Multiple DVDs for long entries will **NOT** be accepted. DVD's may include menus and chapters.

Label Your Entry

Please send your DVD in a hard case. Discs can be damaged when shipped in a paper sleeve. The DVD disc and case must be labeled as follows:

- Entry Number - this is generated when you complete the on-line entry process. If you submit a paper entry form the Hometown management will assign an entry number.
- Program title
- Category number & name
- Producer division

Standard Category Entries

You may enter your program in as many categories as you wish. **You may NOT enter a program in more than one producer division.** For example: you may enter a program as a non-professional producer in two different categories, but you may **NOT** enter the same program as a Youth entry in one category and as a Nonprofessional in another. **Check the appropriate producer division box on the entry form.**

Each entry must be submitted on a separate DVD and with a separate entry form. You must pay an entry fee for each entry submitted. **One check may be sent for the total amount of all required fees.**

For Standard Categories, **submit a single program.** If you produce a series, submit a single episode. **Compilations of multiple programs are not allowed for standard category entries.**

Complete the on-line entry form at www.alliancecm.org

Overall Excellence Entries

Overall Excellence in Community Media entries **must** be submitted by an access organization, cable company, educational institution, local government, or other institution that provides public,

educational, or governmental access services. The Overall Excellence divisions are based on the access organization's annual operating budget:

- (1) Less than \$300,000;
- (2) \$300,001 to \$650,000
- (3) \$650,001 or more.

At a minimum, Overall Excellence entries **must include** one unedited excerpt from each of at least six different programs that first aired between January 1, 2009 and December 31, 2009. The excerpts should be separated by black, a character-generated slate or a video bridge. The total running time must not exceed 30 minutes.

Complete the on-line entry form and support information questions at

www.alliancecm.org. Do not send any information or materials other than those required on the entry form.

Producer Division

Entries may be submitted as Professional, Non-professional, or Youth. Youth producers must be 18 years of age or younger. Use the worksheet below to determine whether you should submit as a professional or nonprofessional.

In the past year, was the individual **most responsible for the content** of the production paid to produce this or any other video production? **YES=10pts**

Total cash budget for this program:
\$0 = **0 pts.**
\$1 to \$500 = **5 pts.**
\$501 to \$1000 = **15 pts.**
over \$1000 = **20 pts.**

Was any of the video production work done:

- 1. At the access facility at a time when the access facilities and equipment were not available to other producers under the same circumstances. **YES=5 pts**
- 2. Using private facilities or equipment not available to other access producers? **YES=5 pts**
- 3. By a person other than the producer who was paid, including access center staff as part of their assigned duties? **YES=5 pts**
- 4. All of the above **YES=5 pts**

In the past year, were any of the crew members (camera, audio, director, editor) paid any amount for work on this production or any other? **YES=5 pts.**

If your total score is 20 or more, you must enter as a professional.

Youth Division: Programs created by youth age 18 and younger. Adults may supervise the production but the overall direction, control of the production and all technical tasks (camera, directing, editing, sound, etc.) must be performed by the youth involved.

Judging

Community media centers around the country will conduct the judging of the Hometown Video Awards. If you would like to volunteer your access center as a judging site, please contact the Hometown Coordinator.

Three judges will review entries in each standard category, five will judge Overall Excellence Awards. Judges may select more than one winner or no winner at all.

Judges may also award Honorable Mention awards to entries that do not win, but, which the judges feel have special merit.

Each producer division is judged separately. However, in the event that there are fewer than 3 entries in either the Youth or Nonprofessional divisions of a category, the youth and nonprofessional entries will be combined for judging.

Winners will be determined by: (1) how well the entry represents the qualities appropriate for its category; (2) the extent to which the programs develops and maintains viewer interest; (3) the match of program content to production format or style; (4) the unique or creative way the programs approaches its subject (5) technical competence.

Disqualification

Entries will be disqualified if:

1. The DVD is not viewable: audio is inaudible, video is unstable, DVD not finalized or for any other technical reason.
Judging sites will attempt to view on at least 2 machines before disqualifying.
2. An entry clearly violates a specific requirement of the category in which it is entered.
3. Any portion of the program was taped after December 31, 2009.
4. First cablecast of the entry was after December 31, 2009.

No refunds will be made for any entry that is disqualified or if any other error is made by the producers or submitters of any entries. **A decision by the judging panel to disqualify an entry is final.**

Return of Judging Forms

The Alliance and Hometown management offer the return of judging forms as a courtesy to entrants. However we cannot guarantee the return of all judging forms. We will make every effort to return judging scores and comments to those who specifically request them but due to a variety of circumstances beyond our control, we may not be able to fulfill all requests.

Entry Deadline

Entries must be received by
March 27, 2010.

Send DVDs, forms & payment to:
**Hometown Video Awards
c/o TCTV
440 Yaeger Way SW, Suite C
Olympia WA 98502**

Indemnification

The Alliance is not responsible for lost or damaged DVDs. Please do not send the master copy.

ENTRIES WILL NOT BE RETURNED.

Decisions

All decisions made by the judging panels and the Alliance Hometown Coordinator are final.

Non-exclusive rights to entries

The Alliance retains the right to use all or part of the entries for promotional purposes on a non-exclusive basis for ONE year from the Hometown Video Awards deadline. The producer is responsible for obtaining all approvals, clearances, licenses, etc., for materials contained in the entry and must provide such clearance upon request.

Awards Ceremony

The 2010 Hometown Video Awards Ceremony will be held on Friday, July 9, 2010 during the Alliance for Community Media International Conference and Tradeshow in Pittsburgh, PA. Information about the conference is available at www.alliancecm.org, or call (202) 393-2650.

Winners will receive discounted conference registration if they wish to attend other conference events or workshops. Winners are responsible for their own travel plans and expenses.

Questions???

Questions should be directed to:
Deborah Vinsel, Coordinator
Thurston Community Television
440 Yauger Way SW, Suite C
Olympia WA 98502
(360) 956-3100 x 101
(360) 357-2894 fax
E-mail: dvinsel@alliancecm.org

STANDARD CATEGORIES

Please read each category descriptions carefully. Some categories have special requirements.

1. About Access: created to inform the viewer about an access center, access channel, or the concept of public, educational, or government access.

2. Access-Able: produced by individuals with developmental or physical challenges about disability issues and concerns.

3. Access Program Promo: short promotional video, **less than 5 minutes**, about an access program or channel.

4. Animation: complete programs created using 2D or 3D animation techniques like stop action, claymation, wireframe, etc. ***Opening and closing title sequences from other types of programs are not eligible for this category.***

5. Children's Programs: informational or entertainment programs targeted for audiences of children up to 12 years old.

6. Community Events: coverage of parades, awards, and special community events.

7. Cultural Perspectives: programs that celebrate our differences and enhance our appreciation of diverse ethnic and cultural groups or lead to greater understanding of foreign countries their people and customs. **Transcripts or subtitles are required for programs in a language other than English.**

8. Democracy in Action: programs that cover national, state, or local elections including interviews, commentary, debates, and candidate forums.

9. Documentary Event: documentary format programs about a real life occurrence or event. Programs must be at least 15 minutes in length.

10. Documentary Profile: documentary format programs about a place, organization or person. Programs must be at least 15 minutes in length.

11. Documentary Public Awareness: documentary format programs that examine an issue of social importance.

Programs must be at least 15 minutes in length.

12. Educational Activities: videos that describe school sponsored programs or feature events, other than sports or performing arts, which are sponsored by educational institutions or school districts.

13. Educational Class Project K-12 (YOUTH division only): programs produced by K-12 students as a school assignment to create a video or as video documentation of a school class project or assignment.

14. Educational Profile: programs that promote educational institutions or showcase the school or district students or employees at work.

15. Empowerment: programs that exemplify how community access television empowers people to speak out about issues that affect them.

16. Entertainment Talk Show: a light subject discussion program or interviews designed to entertain the audience that is shot in a studio or on location with limited roll-in footage.

17. Entertainment Variety: programs designed to amuse and entertain an audience such as drama, comedy, musical acts or a combination of entertainment segments.

18. GLBT Programming: programs created about subjects of interest or concern to gay, lesbian, bisexual or transgender people.

19. Government Activities: videos that describe government programs and

services or feature events sponsored by government agencies.

20. Government Profile: programs that feature government departments or showcase government employees at work.

21. Informational Feature: programs, other than talk shows, which are compiled from interviews, presentations, and/or visuals and are designed to inform viewers about a specific topic. Programs must be at least 15 minutes in length.

22. Informational Talk Show: discussion programs or interviews designed to inform the viewers about a specific topic. Program is shot in studio or on location with limited roll-in footage.

23. Innovative: programs that utilize a new and unique form of presentation in an attempt to create a new genre or style.

24. Instructional/Training: provides "how to" advice or teaches a subject or skill.

25. Live Format: programming, other than local news, that originally aired "live" and is submitted with no post-production editing.

26. Local Performances: music concerts, plays, or dance performances videotaped at a local performance venue or in a television studio.

27. Magazine Shows: programs comprised of several pre-produced segments or stories on a different topics that are introduced by a host or narrative.

28. Making A Difference: programs created to achieve a specific social, political, or community goal.

29. Music Video: features the creative fusion of original music and video images.

30. News: regularly scheduled programs providing coverage of local issues, people, places and events through reports, interviews, and video clips.

31. Original Teleplay: presentation of an original comedy or dramatic script written for television.

32. Public Service Announcements: short videos, **less than 1 minute in length**, promoting a community event or organization or presenting a particular social message.

33. Seniors: programs about topics of interest or concern to senior audiences.

34. Short Subject: informational or entertaining programs, **less than 15 minutes** in length that do not easily fit into other categories.

35. Spiritual / Inspirational: deals with religion, or spirituality, or acknowledges a connection with a higher power.

36. Sports Coverage: "game of the week" or coverage of a sports activity or sports competition.

37. Sports Entertainment: programs about athletics other than coverage of sporting events.

38. Visual Arts: programs about the visual arts or artists or visual arts activities or displays.

39. Website for Producers: Website developed to promote a producer's program. Website must be a stand-alone site that is NOT affiliated with a social network like Facebook or MySpace. Enter the URL of your site as the Program Title on the entry form and provide a print of the home page.

40. Website for Access Centers: Web sites developed for access centers. Website must be a stand-alone site that is NOT affiliated with a social network like Facebook or MySpace. Enter the URL of your site as the Program Title on the entry form and provide a print of the home page with your supporting documentation.

OVERALL EXCELLENCE

Overall Excellence entries must be submitted by an access

organization. The Overall Excellence award recognizes access organizations for their overall operational activities and programming efforts for the year 2009. There are three budget divisions in each category. **Access centers may enter ONLY ONE (1) of the Overall Excellence Categories.**

Read the category descriptions to determine which one is most appropriate for your organization.

41. Overall Excellence in Public Access: Awarded to an organization that operates **only** the Public Access channel(s) and resources. Programming examples might include shows created by access staff, community producers, organizations, and individuals who have editorial control over the content of their programs. Centers who also manage

educational or governmental access channels and facilities must enter the P.E.G. category.

42. Overall Excellence in Educational

Access: Awarded to an organization that operates **only** the Educational Access channel(s) and resources. Programming examples might include shows created by the staff, faculty, and students of an educational institution or educational access center. Centers who also manage public or governmental access channels and facilities must enter the P.E.G. category.

43. Overall Excellence in

Governmental Access: Awarded to an organization that operates **only** the Governmental Access channel(s) and resources. Programming examples might include shows created by government employs or staff of the government access organization. Centers who also manage public or educational access channels and facilities must enter the P.E.G. category.

44. Overall Excellence in Combined

P. E. or G. Access: Awarded to an organization that is responsible for any combination of Public, Educational, and Governmental access channels and resources (PE/PG/EG/PEG). The entry should include programming examples from all the channel types managed by this organization.

Alliance For Community Media International Conference & Trade Show

The Hometown Video Awards will be presented at a dinner celebration on Friday, July 9, 2010 in Pittsburgh, PA. The Hometown Celebration is held during the Alliance's annual conference which is attended by community media professionals, producers and advocates. There will be more than 40 educational workshops, a trade show, and the opportunity to network with hundreds of other people who support community media. Join us!

Conference information can be found at www.alliancecm.org.

COMPLETE YOUR ENTRY ONLINE!

You can complete your entry forms and pay your entry fees on-line. Go to www.alliancecm.org and follow the links to Hometown Video Awards.

