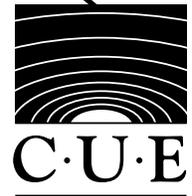


39th Annual
California
STUDENT MEDIA &
MULTIMEDIA
FESTIVAL



May 15, 2005

The nation's oldest media festival for students and teachers www.mediafestival.org

Dear California Student Media Festival Judging Site Coordinator and Judges,

Enclosed with this document are all the instructions you will need to serve as a judging site for the 39th Annual California Student Media and Multimedia Festival. The Festival itself, including the 7,000 participating students and teachers, and the sponsoring organizations, Computer-Using Educators (CUE) and the California School Library Association (CSLA), all wish to offer their most profound thanks to you and your panel for making the Festival possible.

If you have worked with students with project-based learning or have seen how technology can engage students of every age, then you know what the Festival is about. We think that encouraging this kind of work supports students in marvelous ways. While standards-based testing has come to dominate much of the educational dialogue, there remains a large body of research and considerable opinions from the worlds of business and industry and higher education that suggest that the commitment and problem solving ability it takes to create projects like the ones you will be viewing contribute to student success in ways tests cannot measure.

The Festival exists to honor this kind of work. We hope that your judges benefit from viewing these projects and will enjoy seeing what students are capable of, knowing the results may include the good, the bad, and the blurry.

Remember that the Festival honors the use of technology and project-based learning, not just videomaking or multimedia. **If it appears that videomaking or multimedia has contributed to the learning process, then that is the highest criterion.** Judge each video against its own learning objective. Slickness and professional-looking proficiency, while desirable, are secondary.

The Festival has been around for thirty-seven years. People like you have kept it going for those long years. We cannot thank you enough.

Sincerely,

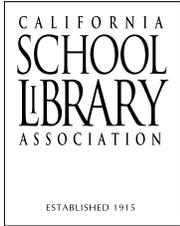
Hall Davidson

encl: a) letter to winners, b) letter to non-winners, c) letter to non-winners nominated for Special Nominations, d) official judging form, e) special nominations form, f) overview, g) instructions to judging panels, h) list for winning entries, i) master for participation certificate. Also check the worksheets at www.mediafestival.org/formpage.html.

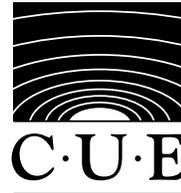
judge's initials

39th Annual

total points



California STUDENT MEDIA & MULTIMEDIA FESTIVAL



number of students
participating in the
project (estimate)

This sheet is for categories 1-10. There is also a useful worksheet online.

Official Judging Sheet - Category I (Subject Area Form)

Tape Title: _____

Award Category: _____

Instructional Objective: _____

Criteria

- | | | |
|---|----|-------|
| 1. The video achieves the stated instructional objective or purpose. | 30 | _____ |
| 2. The objective is instructionally significant and reflects the California State Standards. | 10 | _____ |
| 3. The content is accurate, relevant, and creative . | 30 | _____ |
| 4. The video is developed with attention to continuity, pacing and transition. | 15 | _____ |
| 5. The video is technically well-executed (focus, exposure, audio, composition, graphics, special effects). | 15 | _____ |

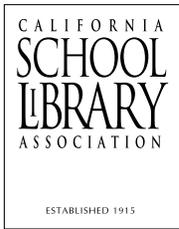
TOTAL POINTS POSSIBLE 100 TOTAL AWARDED _____

COMMENTS _____

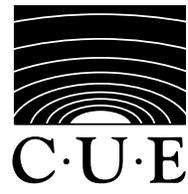
judge's initials

39th Annual

total points



California STUDENT MEDIA & MULTIMEDIA FESTIVAL



number of students
participating in the
project (estimate)

This sheet is for categories 11-16. There is also a useful worksheet online.

Official Judging Sheet - Category II (Non-subject Area Form)

Tape Title: _____
Award Category: _____

Instructional Objective: _____

Criteria

- | | | |
|---|----|-------|
| 1. The video achieves the stated instructional objective or purpose. | 30 | _____ |
| 2. The objective is meaningful and/or beneficial to the school, students, and/or the community. | 10 | _____ |
| 3. The content is accurate, relevant, and creative . | 30 | _____ |
| 4. The video is developed with attention to continuity, pacing and transition. | 15 | _____ |
| 5. The video is technically well-executed (focus, exposure, audio, composition, graphics, special effects). | 15 | _____ |

TOTAL POINTS POSSIBLE 100 TOTAL AWARDED _____

COMMENTS _____

Overview: The Judging

The Judging Panel

The judging panel should ideally consist of classroom teachers at the appropriate grade level (i.e., elementary or secondary). Other adults or students have participated in the judging in the past but as observers rather than actual evaluators. However, you have the leeway to constitute the voting panel as necessary to get sufficient numbers. A panel should have between 3 and 12 panelists. A larger number is perfectly acceptable but it lengthens the tabulation process.

California STUDENT MEDIA & MULTIMEDIA FESTIVAL

Some judging panels work in a solemn atmosphere. Other work in a more leisurely atmosphere with popcorn, etc. It is up to you. Remember, however, that many students and teachers have worked long and hard on the work you are evaluating.

Timeline

The official deadline for Festival entries to reach you is April 14. Some sites will undoubtedly receive tapes late, perhaps accompanied by plaintive, imaginative excuses. **If you have not already judged your categories, you may use your own discretion in accepting these tardy tapes.** All entrants were aware of the official deadline. Any tapes arriving after the judging must obviously not be considered.

You may conduct your judging any time after April 14 but the winning tapes should be mailed to the final judging site at KOCE by May 12. The website states that winners will be posted by May 17. The finals judging will take place after May 16. **It is also important to have the winning tapes in the mail by May 12 for the judging of the Grand Prize winners. This is the same timeline as last year.** Mail tapes and forms to Hall Davidson, KOCE, 15751 Gothard Street, Huntington Beach, CA 92647.

Preparation for the Judging

Assemble the tapes. Look at the tape lengths and determine how long the judging will take (tape length should be listed on the spine of each entry). The guidelines state that only 10 minutes of each tapes will be viewed, so the maximum judging time would be 10 minutes for viewing plus 5 minutes for scoring. Actually, many tapes will be shorter than 10 minutes so the total time will be less. **Judges can decide to see more of any entry or can fast forward to other sections of the tape. This is up to the discretion of the judges. It is not required.** This is not as arbitrary as it seems. Rarely will tapes offer any significant surprises after 10-15 minutes.

Have enough judging forms available. Each judge should have a judging form for each entry, plus some spares for mistakes. Judges should also have a "Nominations for Special Award Categories" sheet. Each judge can make special nominations, or your judging group can do it by consensus.

Judging the Videos

Read the "Instructions to the Judging Panels". These were based upon the instructions to judges for the Emmys. It is important that all judges hear this information.

After Each Viewing

Each judge should fill out a judging sheet. Each form should have the judges initials in one corner and the total points in the other. **Remember that each video should be evaluated on its own merits and judged against its own *instructional objectives*.** This is an award, not a contest. Integration into the curriculum is more important than video quality. Judge only for the categories sent to you! Each judging site does not make an award for every category. **In other words, if you are judging History, P.E., and Teacher Created Project, do not give an award for Language Arts.** Also, although your site may (and hopefully will) make nominations for Best Writing, Best Performance, etc., you will not give these awards. The Final Judging Panel will determine these winners after comparing nominated tapes from all judging sites.

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Nominations for Special Awards

Each judge should have a "Nominations for Special Award Categories" sheet. There may be performances, special effects, or writing, etc., that a judge feels deserves special recognition. These nominations may be written down on the form. Judges are not obliged to make special nominations if there is nothing they feel is especially meritorious. These special nominations are only for students. Teachers have a separate category for recognition.

When the Judging is Completed

Total up the scores on the forms for each video. The highest total is the winning video in that category. (Obviously, it is important that all entries in a category have the same number of judges or the total scores will be unbalanced). Please have someone estimate the number of students participating in the video project and write it on their judging sheet (in the oval space). This can be a *rough* estimate. The Festival funders are requesting this information.

Notification to Winners and Non-winners

Please duplicate the "Congratulations" letters and send **one** to each winner. Please duplicate the "Dear Video Producer" letters and certificates. Please send one to each non-winning participant. They are much appreciated by the teachers and students. If necessary, keep receipts for postage and we will reimburse you.

Mail Winning Tapes, Special Nominations, and "List of Winning Entries"

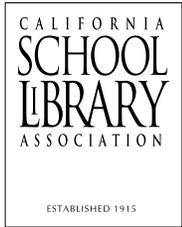
The winning videotapes must be mailed to **Hall Davidson, KOCE, 15751 Gothard Street, Huntington Beach, CA 92647** where they will be judged again for the Grand Prizes. Please list all winners on the "List of Winning Entries" form. Also send any tapes nominated for Special Awards (e.g., "Best Writing"). They will be judged against the Special Award nominations from the other judging sites. It is important to include all winning entry forms. **Please write "WINNER" across the winning entry's form.** If possible, please condense all the Special Nominations on a single "Special Nominations" page. Please also send **all** the entry forms (including non-winners) to KOCE. This is important for next year's mailing.

You may mail the non-winning VHS tapes to KOCE or you may keep them. If you don't think your site can use these entries, please mail them to KOCE, where they will be shared with schools. Again, keep the receipts for shipping if reimbursement is a factor.

Hopefully, the judges will have had a very rewarding experience.

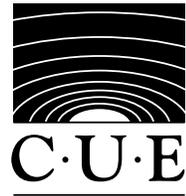
Thank you very much for doing this. Without you, this event would not be possible.

judge's initials



39th Annual

California STUDENT MEDIA & MULTIMEDIA FESTIVAL



NOMINATIONS FOR SPECIAL VIDEO AWARD CATEGORIES California Student Media and Multimedia Festival

Please list the tape and category for the tapes you wish to nominate for Special Awards.

Best Overall Production
Best Use of Music
Most Creative
Best Editing

Best Wardrobe
Best Special Effects
*Best Student Performance
*Best Supporting Performance

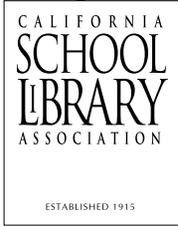
*Best Writing
*Special Recognition
Award

Tape Title

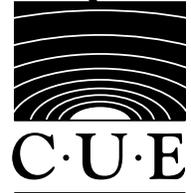
Award Category

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

**Denotes that student name(s) should be filled in (if listed on entry form).*



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Checklist

Thank you for judging! The checklist will help you when you are finished judging.

___ Please mail the list of winners and winning entry forms (if included by the entrant) to KOCE-TV, 15751 Gothard Street, Huntington Beach, 92647.

___ Please mail the winning tapes/DVD's **and** the tapes/DVD's your judges have submitted for special awards. Please label winning entry forms with the word "Winner" and the category (e.g., "Winner Language Arts").

___ Please mail the appropriate letter to winners. Their addresses are on the spreadsheet I emailed to you.

___ Please mail the appropriate letter to non-winners. Non-winners you have nominated for special awards have an additional special letter.

___ Please mail all non-winners a certificate. You may photocopy the blackline certificate master on any paper you feel appropriate. *If you are unable to mail the certificates to the non-winners, please call me.* Winning entries will not need a certificate since they will be receiving a plaque.

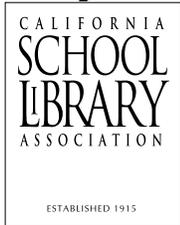
___ Please mail winning tapes and forms to me so we receive them by May 21.

For all letters to participants, please use the addresses on the entry forms. If you have any questions, please call me at work (714 -895-0807) or home (323-466-2236). And thank you again for your hard work!

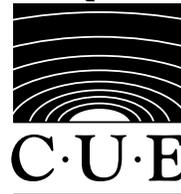
Sincerely,

Hall Davidson

39th Annual



California STUDENT MEDIA & MULTIMEDIA FESTIVAL



*The nation's oldest media festival for students and teachers.
"Fight mass media! Make your own!" www.mediafestival.org*

May 15, 2005

Dear California Student Media & Multimedia Festival Participant,

Congratulations! Your video entitled _____ has been selected as a winner in the 39th Annual California Student Media & Multimedia Festival. Thousands of students and hundreds of schools competed in the Festival so you may feel very proud of this accomplishment. A plaque with the name and year of the award has been made to acknowledge your excellent work integrating media and education.

If you wish to attend the Festival, as a participant you would be an honored guest. The Festival award ceremony will be held in two locations on two date. One festival will be held on the campus of Foothill College, 12345 El Monte Road, Los Altos Hills (Northern California), on the morning of June 4 and the other at KOCE-TV on the campus of Golden West College, 15751 Gothard Street, Huntington Beach (Southern California) on June 11. Check mediafestival.org for times. Clips of winning videos and multimedia projects will be shown. To R.S.V.P., please fill in the bottom of this sheet and return it to Hall Davidson, KOCE-TV, 15751 Gothard Street, Huntington Beach, CA 92647, by May 28 or e-mail [hdavidson@koce.org](mailto:h davidson@koce.org). For late R.S.V.P.s, please call 714-895-0807. Thank you! We hope to see you there! Unfortunately, the Festival is unable to provide transportation costs. If you are unable to attend, we will mail your award plaque to the address listed on your entry form. There is no cost for the plaque. Additional plaques may be purchased by schools or participants. Details are on the web site.

Grand Prize Award winners will be announced at the Festival. Because you have received a categorical award, you are automatically being considered for the Grand Prize Award. Grand Prize Award-winning schools will receive \$1,000.

To R.S.V.P to either location, please fill in the bottom of this sheet and return it to Hall Davidson, KOCE, 15751 Gothard Street, Huntington Beach, CA 92647, by May 28 or e-mail hall@ccd.edu. For late R.S.V.P.s, please call 714-895-5623. More information is available at www.mediafestival.org. Thank you and, again, congratulations!

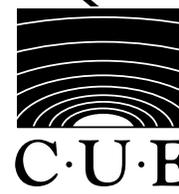
Very Truly Yours,

Judging Site Coordinator

39th Annual



California STUDENT MEDIA & MULTIMEDIA FESTIVAL



*The nation's oldest media festival for students and teachers.
"Fight mass media! Make your own!" www.mediafestival.org*

May 15, 2005

Dear California Student Media & Multimedia Festival Participant,

Thank you for entering the 39th Annual California Student Media & Multimedia Festival. While your production did not win an award this year, we were pleased to see your participation in the event. Video production requires vision, hard work, perseverance, and the ability to use the tools of technology. Your video submission demonstrates that you are using technology to achieve the courage of your own vision.

We wish you success in future projects and encourage your use of video production. We hope to see more of your work next year.

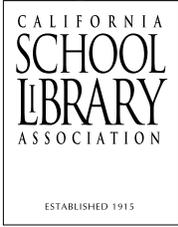
If you wish to attend the Festival, as a participant you would be an honored guest. The Festival award ceremony will be held in two locations on two date. One festival will be held on the campus of Foothill College, 12345 El Monte Road, Los Altos Hills (Northern California), on the morning of June 4 and the other at KOCE-TV on the campus of Golden West College, 15751 Gothard Street, Huntington Beach (Southern California) on June 11. Check mediafestival.org for times. Clips of winning videos and multimedia projects will be shown. To R.S.V.P., please fill in the bottom of this sheet and return it to Hall Davidson, KOCE-TV, 15751 Gothard Street, Huntington Beach, CA 92647, by May 28 or e-mail hdavidson@koce.org. For late R.S.V.P.s, please call 714-895-0807. Thank you!

Sincerely,

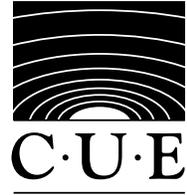
Judging Site Coordinator

 Yes, I will attend the Festival. Please mail me a map and more information.

Name _____ Telephone # _____



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List of Winning Entries

| <u>Category</u> | <u>Title of Winning Entry</u> | <u>School Name</u> |
|-----------------|-------------------------------|--------------------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Signature of Judging Site Coordinator _____
Telephone Number _____

Please mail winning entry forms and winning videotapes along with this form to Hall Davidson, KOCE, 15754 Gothard Street, Huntington Beach, CA 92647 In a separate envelope, please mail the entry forms for non-winning entries. Please label the envelope **Non-Winning Entries** to prevent confusion.

California STUDENT MEDIA & MULTIMEDIA FESTIVAL

Instructions to Judging Panel

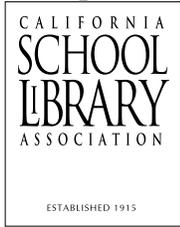
Each group of judges should designate a panel leader to read aloud these instructions and the Learning Objective of each entry before viewing. An additional person may be designated as the videotape facilitator who will insert and remove the videotape entries from the VCR.

THE FOLLOWING INSTRUCTIONS ARE TO BE READ ALOUD PRIOR TO THE SCREENINGS

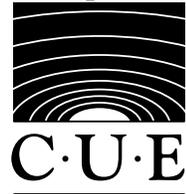
1. Each entry is to be judged on its own merits and against its own learning objective or stated purpose. Entries do not compete against each other. Use your own professional standards for excellence in instruction and learning. This is not consensus judging.
2. The award category to be judged will be announced by the panel leader. The leader will also announce the number of tapes to be judged. It is recommended that 10 minutes of each tape be viewed, but if the number of tapes is excessive the panel may decide by majority vote to view less than the recommended 10 minutes. They may also agree to view a tape in its entirety, although this is not required. The screening of a tape may be ended before the agreed upon time if the panel votes to do so by a silent show of hands.
3. Before viewing, the panel leader will read the Learning Objective on the entry form.
4. Evaluations should be made on the forms supplied. Each judge should put his or her initials or name in the blank on the form.
5. The purpose of the award is to reward exemplary instruction using video, not just exemplary video for its own sake.
6. There should be no discussion while a tape is playing or during the scoring process.
7. If a judge has a conflict of interest in judging a tape, he or she will write CONFLICT OF INTEREST across the judging form.
8. If a judge believes an entry had been placed in the wrong category, please judge the tape but write the suggested category correction on the evaluation form.
9. Judges may nominate tapes or individuals for special awards. Please take a moment to read these categories. Nominations are made by writing the tape title and award on the "Special Awards" sheet.

Thank you for your generosity in serving on this panel. Your time and efforts are appreciated. These awards would not be possible without your support.

39th Annual



California STUDENT MEDIA & MULTIMEDIA FESTIVAL



*The nation's oldest media festival for students and teachers.
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May 15, 2005

Dear California Student Media & Multimedia Festival Entrant,

Thank you for entering the 39th Annual California Student Media & Multimedia Festival. While your production did not win the award in the category in which it was submitted, it has been nominated by the judges for a Special Award. The Special Nomination Awards will be decided the second week in May. Special Awards will be listed at www.mediafestival.org.

Regardless of the outcome, video production requires vision, hard work, perseverance, and the ability to use the tools of technology. Your video submission demonstrates that you are not intimidated by technology and have the courage of your own vision.

We wish you success in future projects and encourage your use of video production. We hope to see more of your work next year.

If you wish to attend the Festival, as a participant you would be an honored guest. The Festival award ceremony will be held in two locations on two date. One festival will be held on the campus of Foothill College, 12345 El Monte Road, Los Altos Hills (Northern California), on the morning of June 4 and the other at KOCE-TV on the campus of Golden West College, 15751 Gothard Street, Huntington Beach (Southern California) on June 11. Check mediafestival.org for times. Clips of winning videos and multimedia projects will be shown. To R.S.V.P., please fill in the bottom of this sheet and return it to Hall Davidson, KOCE-TV, 15751 Gothard Street, Huntington Beach, CA 92647, by May 28 or e-mail h davidson@koce.org. For late R.S.V.P.s, please call 714-895-0807. Thank you!

Sincerely,

Judging Site Coordinator

_____ Yes, I will attend the Festival. Please mail me a map and more information.

Name _____ Telephone # _____