

# Riverside Saginaw Film Festival offers a 72-hour filmmaking challenge

by Janet I. Martineau & Rob Drew

*If you own a video camera, the 2011 Riverside Saginaw Film Festival wants you.*

This coming fall, the festival is hosting its first "Saginaw 72" filmmaking contest, with filmmakers of all ages and skills competing to see who can make the best short film in 72 hours.

Filmmaking teams will script, shoot, edit and submit their films, all within a three-day time frame of Sept. 30-Oct. 2. Each entry will be given a specific theme, genre, and a few plot details and lines of dialogue just before the start time to insure all entries are made on the fly.

The 72-hour contest is the brainchild of Jerry Seward, a local filmmaker and Riverside board member. Seward sees "Saginaw 72" as an opportunity to showcase local talent and involve community members in the festival and the local film scene.

He stresses that the contest will be judged more on creativity than production values. After all, even classics like Sam Raimi's *Evil Dead* and Kevin Smith's *Clerks* were made by people who did a lot with a little.

"If somebody makes a really professional-quality film but the story isn't great, that may go against them," says Seward. "But if there's one that's made by a kid who didn't have much money but he was creative in what he did, that may be one of the winners."

Seward says there is no limit on the size of production teams, so entries can be anything from a self-filmed soliloquy to a cast-of-thousands extravaganza ala Cecil B. DeMille. Also, there are no age limits. High school and college students with a penchant for camerawork are especially encouraged to enter but "it's pretty open... a five-year-old could submit something."

The only limits are that entries must be five minutes and submitted on DVD. Contestants should also steer clear of offensive or off-color subject matter.

There is an entry fee of \$25 and cash prizes for the top three films. Regardless of whether they win a prize or not, all entries will be screened at a special showing during the run of the festival, Nov. 2-6 at the Temple Theatre in Saginaw.

For more on the Saginaw 72 film challenge and the Riverside Saginaw Film Festival, in its fifth year, keep an eye on the Web site at [www.riversidesaginawfilmfestival.org](http://www.riversidesaginawfilmfestival.org), which will be updated with 2011 info as the contest approaches.

# 2011 Riverside Saginaw Film Festival - Saginaw 72 RULES

## THE MICHIGAN 72-HOUR FILM CHALLENGE

1. The Michigan 72 Hour Film Challenge 2011 ("SAGINAW 72") is administered by the Riverside Saginaw Film Festival ("RSFF") and the Mid-Michigan Movie Makers co-operative ("4M").
2. SAGINAW 72 is open only to Michigan filmmakers and/or creative people of all ages. Entrants under eighteen (18) years of age must have a parent or legal guardian co-sign entry form.
3. Anyone affiliated with RSFF, or its sponsors, or 4M is welcome to participate but will not be eligible for judging and prizes.
4. The director and/or producer of the participating team must sign entry form to be eligible for the final competition, unless there is one person filling both positions. The signed form should be enclosed with the finished movie.
5. **Teams participating must send a copy of their film on DVD on the Monday, postmarked no later than 5pm.**
6. By entering SAGINAW 72, the Entrant agrees to abide by all provisions in these rules and accept the decisions of the judges as final and binding in all respects. Any Entrant who fails to comply with the Rules will be disqualified.
7. Team registration will take place at [www.riversidesaginawfilmfestival.org](http://www.riversidesaginawfilmfestival.org) and must be done by September 30, 2011. All teams must have a team name, for identification purposes. Teams can be as big or small as you want but we suggest a crew of at least five (including writer, director, director of photography, sound recorder, editor). The number of cast members is at the team's discretion.
8. **There is a fee of \$25 for entering SAGINAW 72 and ALL costs for production and submission must be born by the Team.**
9. There is NO fee paid to the teams in any respect for the film entered neither in part or full use of the film.
10. **SAGINAW 72 requires individual teams to write, shoot and edit a short film in 72 hours based on the criteria on the RSFF Web site.**
11. **Teams must visit the RSFF Web site where they will each receive a genre for the movie (comedy, romance, western, sci-fi, etc.). They will also be given a character and lines of dialogue that have to appear in the team's final movie.**
12. **The 72 hours begins from when all teams have their assigned genre (5pm on Sept. 30th) and all the creative work must take part in that time period. The only pre-production permissible is the organizing of cast and crew (the Team), securing equipment and scouting for possible locations. Bear in mind that there are laws and regulations regarding filming in public locations and places that might be considered public. Make sure you have proper permission. RSFF and 4M take NO responsibility if you get into trouble.**
13. Participants must mail their complete film.
14. Everything created for your movie must be done so within the 72 hour time period (no stock footage or footage shot at another time). Animation and special effects are permitted, but must be created during the 72 hours.
15. Any music used should be original and, where possible, created specifically for the movie. The same rules apply to sound effects.
16. Participating teams may and are encouraged to copyright their films.
17. Overall content of the movie, beyond that specified at the Launch, is at the discretion of the participating teams. RSFF organizers reserve the right to not screen any film that can be considered pornographic, or that depicts hardcore or graphic sex, or extreme acts of violence or torture.
18. **The finished film must be a minimum of three (3) minutes and a maximum of five (5) minutes in duration. Credits at the beginning and end of each film should total no more than 30 seconds and make up part of the overall running time.**
19. **The start of the film should have:**
  - 5 seconds of black
  - Title card with: team name, title/genre/dialogue etc. that you were assigned
  - 2 seconds of black
20. There should be an opening tag containing the words:

**"Made for the SAGINAW 72 Film Challenge 2011" and the title of the film.**
21. You can include the name of the team in the opening credits if you wish. You may design your own SAGINAW 72 logo and graphic if you wish (example: the famous tags for Universal, 20th Century Fox, etc.) NOTE: The above words do not count towards your running time.
22. You may use RSFF's own SAGINAW 72 logo (credit to Greg Gunther). See webpage for download.
23. The movie can be shot on any media or in any format but the finished film has to be delivered in one of the following formats:
24. 16:9 or 4:3 (we cannot guarantee that anamorphic movies will screen correctly)
25. Standard DVD only. **PLEASE CHECK THAT YOUR MOVIE PLAYS ON MORE THAN ONE DVD PLAYER**
26. Each entry has to be accompanied by a signed submission form. Films that arrive not postmarked on the Monday will not be eligible for the competition.
27. The judges' decision is final.
28. Do not submit your only copy. Following SAGINAW 72, you may broadcast, distribute and screen your film as you desire. None of the submitted materials (DVD, entry form, etc.) will be returned.

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## THE MICHIGAN 72-HOUR FILM CHALLENGE

### Filmmaker Information:

NAME: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Producer

Director

Email Address: \_\_\_\_\_

### Film Information:

TITLE: \_\_\_\_\_

LENGTH: \_\_\_\_\_

SYNOPSIS: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Can you attend the Festival Showing of your Film? \_\_\_\_\_

Would you be willing to participate on a workshop or panel at the Festival? \_\_\_\_\_

### Additional Entry Information:

ENTRY FEE: \$25

REQUIRED: DVD of Film (NTSC, Region 1), ENTRY Form, PROMOTIONAL PHOTOS

Sorry, no electronic entry is available. Mail or Drop off your completed package at the Hoyt Library by DEADLINE of OCT 1st 2011



### MAILING/ENTRY Information:

2011 Riverside Saginaw Film Festival - SAGINAW 72 Challenge  
Riverside Saginaw Film Festival Film Challenge  
c/o The Hoyt Library - Saginaw  
Attn: Kimberly White  
505 Janes Ave.  
Saginaw, MI. 48607