

# Reel Difference – Artistic Mash-up

## Bonza Pie School Video Competition Rules & Information



### Competition Scope:

'Reel Difference' is a short film & video competition open to school students in Hong Kong. The competition is also open to schools throughout Asia.

'Reel Difference' is an opportunity for students to positively 'change the world through' the medium of social media'

**Video Length:** All video entries must be exactly four minutes in duration.

**Video Theme:** All videos are themed under 'Artistic Mash-Up'

**Video Topics:** In 2011 there are 3 different topics:

- 1: Environmental** Artistic Mash-up – a four minute video related to environmental issues and positive change.
- 2: Physical Health** Artistic Mash-up - a four minute video related to physical health issues and positive change.
- 3: Social Media** Artistic Mash-up – a four minute video showing how social media can be used by students to create positive change.

### Entry Eligibility:

There are three different age categories according to a combination of school year groups:

- 1: Year seven through to year nine** (year seven being defined as the first year of secondary school)
- 2: Year ten and year eleven** (year ten being defined as the third year of secondary school)
- 3: Year twelve and year thirteen** (year twelve and thirteen being defined as the final years of secondary school)

**Entry Deadline:** All entries must be uploaded by no later Monday 6.00 pm on January 31<sup>st</sup> 2011. (HK Time)

\* **Please note:** Upon entry participants will then be advised of the FTP site to upload their work.

**Entry Number:** Students may enter as many times as they like so long as each entry is in the unique, same age group, and submitted separately. They may work on their own or in a group or groups. There is no limit to group size.

**Entry Support:** Teachers/advisors must not participate in any way on students' entries other than in a strictly advisory capacity. In the language of education...teachers should consider student entries a "final" not a "teaching/learning activity."

**Entry Content:** Teachers/advisors are responsible for the content of their student entries. See disclaimer.

**Entry Fee:** Each School will only be charged once for entry. The school entry fee is: HK\$300.00

**Event Venue:** Fringe Studio at the Fringe Club, 2 Lower Albert Road Central. (4.00pm - 6.00pm)

**Event Fee:** On the night of the event each audience member will be charged HK\$50 admission for charity. This does not exclude students, teachers or advisors who are involved in the competition.

\* **Please note:** The Fringe Studio has limited capacity so reserving a seat early is essential. Four seats per school will automatically be reserved. To book seats please contact: [events@bonzapie.com](mailto:events@bonzapie.com).

### Entry Judging:

A selected committee of Reel Difference judges will screen all video entries and nominate a maximum of three videos per age group and per topic. Those nominated will have their videos premiered on the event night. Entries will be judged on creativity, relevance, mash-up originality and 'reel difference' power potential. All entries will be formally acknowledged and notified of the judges feedback.

Three VIP judges will be present on the final night as well as audience participation to determine:

**First Place, Second place and Special Mention.** Special prizes will be revealed on the final event evening.

**Entry and Event Details:** Please see over page for mash-up definition and payment and entry information. To enter the competition please e-mail us at [events@bonzapie.com](mailto:events@bonzapie.com) to receive application forms and more details.

**Please Note:** This competition has been created to coincide with Social Media Week in Hong Kong 2011. For more information please go to: <http://socialmediaweek.org/hongkong>

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### What is a Mash-Up video?

A mash-up is a genre of social media gaining wide popularity. A mash-up is a combination of multiple sources of materials - which usually have no relation with each other however combine to create a unique message. Many mash-up videos may combine movie and television clips, music videos, political messages, news stories, speeches, humour, social media platforms and may even incorporate original footage that you shoot yourself.

### Reel Difference Disclaimer:

To the extent that mash-ups are 'transformative' of original content, they may find protection from copyright claims under the "fair use" doctrine of copyright law. Please check content and ask permission if it is not already given. Artistic mash-up video productions that are entered into the 'Reel Difference' competition should reveal skill, imagination, creativity, and the power of visual story telling. Reel Difference places value on the entries that reveal powerful and sincere content to positively affect individuals, communities and society at large.

Although Reel Difference is open to diverse interpretations of artistic mash-ups, the organisers will accept for competition only those productions that avoid being gratuitously or explicitly violent, obscene, or overtly sexual. Likewise, Reel Difference contest entries should avoid footage that is plagiarised, risky, violence for violence sake (no guns, pictures or sounds) questionable material, or portraying illegal activities without also examining the outcomes, ramifications or consequences of those activities.

### Entry Payment:

Methods of Payment:

It is expected that the school pay the entry fee for the student or group of students to enter.

- 1. Cheque** payable to 'Bonza Pie Limited' Please send the cheque to: Bonza Pie, 5B May Lam Mansions, 2 Sing Woo Crescent, Happy Valley, Hong Kong.
- 2. Bank transfer**  
Bank: HSBC Bank ID: 004 Account No: 400-467817-001  
The applicants must inform Bonza Pie in writing (preferably by e-mail) of any bank transfers.

**\*Please note** that only one entry fee is required per school. **Event Fee:** HK\$50 to be paid at the Fringe Studio door.

### Photographs / Videography:

Agreement to these terms also implies consent to the use of photographs and/or videography taken at this event for Bonza Pie Ltd's marketing and/or promotional purposes.

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Please fill out details below to enter. Please then scan to: [events@bonzapie.com](mailto:events@bonzapie.com) or fax to +852 28343871

Name of Applicant or Team ..... Name of School: .....

School Address: .....

Name of Teacher/Advisor: ..... Contact E-mail: .....

Number of Video Entries: ..... Contact Phone: ..... Mobile: .....

Name of Video/s (Topics: EM = Environment, PHM = Physical Health and SMM = Social Media & Age Groups: Yr 7-9, Yr 10-11 & Yr 12-13)

Name Video: ..... Topic: ..... Age Group: Yr 7-9  Yr 10-11  Yr12-13

Name Video: ..... Topic: ..... Age Group: Yr 7-9  Yr 10-11  Yr12-13

Name Video: ..... Topic: ..... Age Group: Yr 7-9  Yr 10-11  Yr12-13

Name Video: ..... Topic: ..... Age Group: Yr 7-9  Yr 10-11  Yr12-13

Signature of Teacher/Applicant ..... Date: .....