

**2012 Heartland High School Film Competition Theme: Honesty, Integrity and Truth**

**Call for Entries Opens January 15, 2012**

**Call for Entries Closes June 1, 2012**

**For inquiries email [info@TrulyMovingPictures.org](mailto:info@TrulyMovingPictures.org) or call 317.464.9405**

Submission Details.....	2
Awards .....	3
Past winners.....	4
Jury Process.....	5
Technology Requirements.....	6
Rules and Regulations .....	7
Marketing Materials, Poster .....	9



Launched in 2010, the Heartland High School Film Competition encourages tomorrow's filmmakers to create films that explore the human journey by artistically expressing hope and respect for the positive values of life.

The competition represents still another way that Heartland is inspiring positive development in the lives of today's youth. Open to all enrolled high school students nationwide, film submissions are judged on criteria similar to that of the Heartland Film Festival, including artistic excellence, technical merit and representation of Heartland's organizational mission and values.

**The theme for the 2012 competition is Honesty, Integrity and Truth.**

Honesty, Integrity and Truth can mean so many things. Whether being truthful, fair or adhering to your principles, there are many topics that can be explored from a teenage perspective. Both narrative films and documentaries are encouraged and accepted.

The 2012 Call for Entries will open January 15, 2012. All films submitted to the 2012 competition must embody elements of the theme, ***Honesty, Integrity and Truth***. All entries must be 10 minutes or less and can not have been completed before July 2011. Entrants must not have graduated before Spring 2012.

## CALL FOR ENTRIES

Opens January 15, 2012

Closes June 1, 2012

## ENTRY DEADLINES

Early Bird Deadline: Submissions fees for entries received between January 15 – May 1, 2012 will be waived.

Official Deadline: June 1, 2012. Films submitted between May 1 and June 1, 2012 will be charged a \$10.00 submission fee. If you can not afford the \$10.00 fee contact Heartland, [info@TrulyMovingPictures.org](mailto:info@TrulyMovingPictures.org).



**The Heartland High School Film Competition will select five films to award. Four finalists will receive**

- \$500 cash
- Two FEST Passes for the 2012 Heartland Film Festival.
- Two tickets to attend the 2012 Heartland Film Festival Crystal Heart Awards Gala.
- Finalist films will be screened during the 2012 Heartland Film Festival as part of the High School Film Competition program.

**One grand prize winner will receive:**

- \$2500 cash
- Travel and accommodations paid for the filmmaker and one guardian for the opening week of the 2012 Heartland Film Festival.
- Two FEST Passes for the 2012 Heartland Film Festival.
- Two tickets to attend the 2012 Heartland Film Festival Crystal Heart Awards Gala where the winner will be recognized.
- The winning film will be screened during the 2012 Heartland Film Festival as part of the High School Film Competition program.



Each year, in addition to aligning with the points above, there is a specific theme upon which students are asked to base their films. The 2012 High School Film Competition theme is HONESTY, INTEGRITY, TRUTH.

Below are links to films that were awarded during the 2010 Heartland High School Film Competition, theme: **HOPE**.

### **Grand Prize**

Clay, Directed by John Gordon, Texas  
<http://vimeo.com/18222470>

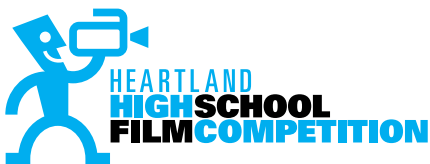
### **Winners**

Glimpse of Horizon, Directed by Regina Nicholson, California  
<http://www.youtube.com/watch?v=1z3IRR0wug0>

Lady and the Champ, Directed by Evan Trout, Indiana  
<http://vimeo.com/14406582>

I am Afraid, Directed by Sarah Johnson, North Carolina  
<http://vimeo.com/17533550>

A Hat, Some Change, and a Shoe, Directed by Melody C. Miller, California  
<http://www.youtube.com/watch?v=LNGdkcK8nso>



The Heartland High School Film Competition selects its award-winning films based on both artistic and technical merit as well as alignment with Heartland's mission to positively impact people's lives through the transformative power of film.

First a review committee of high school and college educators, film students, filmmakers and film enthusiasts reviews and critiques each submitted film. The top selected films are then passed along to the Grand Prize Jury made up of individuals with expertise in a wide range of media. The Grand Prize Jury in 2010 and 2011 was comprised of Alexander Mejia, Rodger W. Smith and John Stehr.

## JURY BIOS

### **Alexander Mejia**

Alexander Mejia is an Emmy Award winning Video Editor, Director of Photography, and post-production specialist. He currently working on the video games Saints Row : The Third, and inSANE directed by Guillermo Del Toro.

### **Rodger W. Smith**

Ph.D.

Rodger Smith, Ph.D. is the Director of the Institute for Digital Entertainment and Education (IDEE) and an Associate Professor at Ball State University. Dr. Smith works with emerging and traditional media, with high definition cinema, live theatre, social networks and the contextual blending of medias to produce pedagogically determined educational tools. In particular his work incorporates the techniques of merging narrative film, documentary, and emerging media products into the pedagogical framework of ViziBook© products. Before completing his doctorate at the University of Missouri, Columbia in 1997, Dr. Smith was a producer, director, and artist for film and stage.

Since coming to BSU Dr. Smith has produced over thirty media projects including two Student Academy Awards for Best Alternate Film. He has won Billboard's Educational Entertainment First Prize, an Arts and Entertainment Great American Screen Contest and commercial media's Addy award for PR related media. He has directed four films, a television drama, numerous plays and three original sitcoms for WIPB. He has been nominated for two Emmys for his efforts with Cardinal Stage and Screen and has twice been a finalist for Indiana's TechPoint Mira Award. Dr. Smith produced the commercial independent film My Name Is Jerry. MNIJ was a Heartland selection in 2009 and went on to win several film festivals in the United States and Europe. The film was recently selected by Mar Vista for international distribution.

### **John Stehr**

Eyewitness News Anchor

Emmy award-winning John Stehr joined the Eyewitness News team as co-anchor of the 5 p.m., 6 p.m. and 11 p.m. newscasts in July of 1995. He came to WTHR from CBS News in New York where he was a network correspondent. His duties included business and personal finance reporting for "CBS This Morning" and the "CBS Morning News." He was also an anchor for the "CBS Morning News."

John was a founding anchor of CNBC and, from 1989 to 1991, anchored business news for CNBC's "The Money Wheel." Before that, he was a news anchor and reporter at KUTV-TV in Salt Lake City, Utah.



John Stehr (continued)

In 1982, Stehr anchored, produced and was chief reporter for the “Nightbeat” newscast on WISH-TV in Indianapolis. He also held anchor and reporter positions at WOTV-TV in Grand Rapids, Michigan, and WSEE-TV in Erie, Pennsylvania.

John is a multiple Emmy Award recipient, winning two honors for “Best Anchor” and awards for his work on the “13 Listens” community project and his documentary on Indiana Senator Richard Lugar’s efforts to disarm Russia following the collapse of the Soviet Union.

John began his broadcasting career while in college at WJET-AM radio and WJET-TV in Erie. He was born and raised in Pittsburgh and graduated from Erie’s Gannon University in 1980. He is the only one of his graduating class to receive a “Distinguished Alumni Award.”

## TECHNOLOGY REQUIREMENTS

All films selected for the Festival will be required to be formatted as 8 bit uncompressed files. Please retain all files for the films that are submitted because appropriate formatting is required for converting films for optimum viewing at the Festival.



## **RULES AND REGULATIONS**

### **2012 Theme**

All films submitted must embody elements of this year's theme: Honesty, Integrity and Truth.

### **Film Selection**

Each submitted film will be reviewed by a selection committee of trusted Heartland reviewers and educators. Films are judged based on achievement of excellence in filmmaking, promotion of the Heartland mission and adherence to the competition's theme. Filmmakers selected to receive an award will be notified by phone no later than August 1, 2012. All other filmmakers will be notified via email after that date. Film selections will be publicly announced in August.

### **Elegibility**

The Heartland High School Film Competition invites filmmakers from all over the world to submit their short films no longer than 10 minutes in dramatic, documentary and animation categories. United States based (and Department of Defense Dependents Schools based) filmmakers must be currently enrolled in school and will not have graduated before the spring of 2011. Filmmakers outside of the United States must not have graduated from secondary school (equivalent to US High School) before the spring of 2012.

To be eligible for the Competition:

- The film must have been completed after September 1, 2011.
- Films must have a running time of 10 minutes or less.
- The film cannot have been broadcast or distributed commercially in the United States prior to the competition.
- The film must be submitted in DVD format or by providing the URL(s) to view the film online.
- If copyrighted music or video is used, evidence of permission for use must be provided with the film.
- Non-English films must be subtitled or dubbed.

### **Entry Fees**

Submission is free for submissions received by the Early Bird Deadline, May 1, 2012 and then \$10 for all entries thereafter. Payment can be made by credit card (Visa, MasterCard), check or money order payable in US dollars to Heartland Truly Moving Pictures. The filmmaker or sponsor/guardian will be responsible for bank fees associated with any check returned to Heartland by the bank as unpaid.



## **RULES AND REGULATIONS (continued)**

### **RULES FOR SUBMISSION**

Filmmakers must comply with the following submission rules to be considered for an award:

- The submitting filmmaker must be either the producer or director of the film.
- The submitting filmmaker must have an adult sponsor affiliated with a school, home school or a community organization.
- The submitting filmmaker and sponsor must complete and digitally sign the official online entry form.
- Payment of the non-refundable entry fee must accompany the submission.
- If submitting on DVD, the film must be submitted on NTSC DVD (Region 1).
- Multiple submissions from a filmmaker must be provided as individual submissions. A compilation DVD is not acceptable.
- DVD entries should be shipped to:

Heartland High School Film Competition,  
1043 Virginia Avenue, Suite 2  
Indianapolis, IN 46203 USA

Heartland recommends shipping screeners in either a box or bubble-packed envelope to ensure safe delivery. Please check all DVDs before shipping to ensure that they will work on the average player. No PAL submissions will be accepted. All films must be NTSC.

Filmmakers may submit their films online. Form available January 15, 2011.

### **EXPECTATIONS**

The filmmaker selected to receive the grand prize award must attend the preliminary events of the 2012 Heartland Film Festival (at Heartland's expense, less incidentals) October 18 – 21, and especially must be present at the 2012 Heartland Film Festival Crystal Heart Awards Gala on Saturday, October 20 in Indianapolis, Indiana. Part of Heartland's unique tradition is in the promise to Festival attendees that all filmmakers will be present, and this is a standard we continue to uphold when giving awards.

If your film is selected to be screened as part of the High School Film Competition program at the Festival, you will be required to provide promotional materials (filmmaker headshot, bio, etc.) for use in the 2012 Heartland Film Festival promotional and informational materials.

Heartland's staff may select films in addition to the five top winning films to be screened as part of the High School Film Competition program. Filmmakers of these films do not receive a cash award and are invited to attend the 2012 Heartland Film Festival at their own expense.



# 2011 HEARTLAND HIGH SCHOOL FILM COMPETITION // COURAGE

Grand Prize Winner

SACRIFICES OF MY FATHER

Miguel Lopez // Fontanta, California

YOU WALK I GLIDE

Joel Rosales // Fontanta, California

SOAP

Jon Sheets // Valparaiso, Indiana

THE 36

Nic Weinfeld // Silver Spring, Maryland



Chad Werner // Fort Worth, Texas

HEARTLAND



TRULY  
MOVING  
PICTURES™

# 2012 THEME:

# HONESTY, INTEGRITY AND TRUTH



Submit your film for a chance to win \$2500 and have your film screened at the 2012 Heartland Film Festival. For more details, follow us on Facebook and Twitter or visit [TrulyMovingPictures.org](http://TrulyMovingPictures.org).