

ROCHESTER MOVIE MAKERS, INC presents  
the 72 HOUR MIND 2 MOVIE CHALLENGE **Frequently Asked Questions**

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## General FAQ

### What is the 72 HOUR MIND 2 MOVIE CHALLENGE (72M2M)?

**It's your chance to stop talking and start filming!** The premise? Filmmaking teams have just one long weekend to make a short film. All creativity—writing, shooting, editing and adding a musical soundtrack—must occur in a 72 hour window beginning Thursday evening at 6:00 and ending Sunday at 6:00. The following week, the completed films are screened to an eager audience.

### How much does it cost?

**The registration fee is for the entire team.**

- Early Bird registration: **\$40** (RMM members **\$25**)
- Regular registration: **\$50** (RMM members **\$35**)
- Late registration: **\$75** (RMM members **\$50**)

For a team to get the membership rate, at least two team members must be Rochester Movie Makers members.

The registration fee includes **two free tickets** to the screenings, which are given to the team leader just before the screening.

### What are the films about?

**That's up to the filmmaker;** however, each team will be assigned a genre for its movie in a before the start of the competition. Genres include (but are not limited to) horror, romance, sci fi, drama, superhero, and musical or western. In addition, teams are given a character, a prop and a line of dialogue that must appear in their film.

### Who sees the films?

**The films screen to local audiences.** Of course the filmmakers, actors, family and friends are there to enthusiastically support the premiere of the weekend's work. But also supporters of the local film community, and discriminating viewers who want to see something new—something raw and alive—are there to feel the creative energy.

### Who are the filmmakers?

**The 72M2M is open to all filmmakers, pro and novice alike.** Rules state that all team members (crew and cast) must be volunteers.

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**How long are the films?**

**The films are short; they must be a minimum of 4 minutes and a maximum of 6 minutes long.** Short is good. Not only are shorter films tighter and usually more interesting, they are more marketable.

**Where and when are they shown?**

**On the first few days following the competition deadline, the movies are screened at a grand premiere in a local movie theater.** A guaranteed standing-room-only audience of tired, excited filmmakers, crews and friends are in attendance to cheer on the films.

**May I show a modified version of my 72M2M film?**

**Yes,** presuming that the showing adheres to the Team Leader's Agreement that you signed when entering the 72M2M. If it is a modified version of a 72M2M film, please include a title card that says:

"The concept for this film developed during the Rochester Movie Makers, Inc presents the 72 Hour Mind 2 Movie Challenge. [www.rochestermoviemakers.org](http://www.rochestermoviemakers.org)"

**Who judges the films?**

**We gather a group of film and video professionals to serve as our judges.**

These judges generally have extensive experience within the field. We require these judges to be fair and impartial. Our judges donate their time and talent to select the top film

But no matter how careful we are in selecting our judges, judging itself is extremely subjective. So many times, two regarded critics feel markedly differently about the same film—remember the long debate between Gene Siskel and Roger Ebert about *Apocalypse Now*; remember Pauline Kael's ambivalent review of *Star Wars*. When it comes to evaluating art, a lot comes down to matters of taste.

**Where can I buy the films on DVD? Where can I see the films?**

You can buy DVDs from Rochester Movie Makers, Inc.

## Technical FAQ

### **Does the maximum length of the film include credits?**

Yes. Credits must not exceed 30 seconds in length.

### **Are credits in the beginning permissible and do they count against the credit time limit?**

Opening credits are allowed and do not count against the credit time limit. However, they do count against the six (6) minutes of film. Remember, the audience is here to watch, not read.

### **Are we allowed to have footage under our closing credits?**

Yes, however, the movie should still feel complete.

### **Can I film outside of my 72M2M city?**

Absolutely! The only requirements are that you have a representative from your team at the Assignment Event and that you deliver your film to the Delivery Event. Other than that, it's up to you.

### **We're limited to using two cameras. Does a still camera count? And what about having a back-up camera?**

A still camera does not count against the two camera limit. And you may have a third camera on standby in the event that one of your cameras goes down. However, you **may not** have more than two shooting cameras. (i.e., Two are shooting and a third is set up and ready to go awaiting word that one of the first cameras is finished—this is **not** allowed.)

### **I know that stock film and video footage is not permitted. What about stock photos?**

If you have the rights to them, then stock photos are permitted. In other words, you may use photos not taken during the 72 hour time period.

### **Is animation allowed?**

Yes. However—while you may use still drawings created in anticipation of the 72M2M—you may not use animations created ahead of time. That is, all "inbetweening" must be done during the 72 hour time period. Downloading existing images and 3D objects is permissible, provided that you have full and permanent rights to them. Again, only animation created during the 72 hour period is allowed. And, as with a live action film, you must have all rights to the animation you submit.

### **What about special effects? What's allowed?**

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You may use special effects that involve any of the allowed elements: still photographs, footage shot during the 72 hours, or footage rendered during the 72 hours. However, special effects that involve footage not shot during the 72 hours are prohibited. Some examples: Final Cut Pro's Cloud filter would be allowed, but Digital Juice's Smoke Revealers would not.

**Should we shoot in HD? Should we shoot in widescreen? Should we use surround sound?**

Your film will be shown in Standard Definition in stereo or mono with an aspect ratio of 4:3. So you may shoot in HD, in widescreen, or in surround sound, but the film will not be projected that way. We require you to submit a Standard Definition, **letterboxed**, stereo or mono version of your film—anything else can lead to problems during our mastering process.

**Does every team member have to sign the Team Leader's Agreement?**

No, only the team leader needs to sign it (and turn it in at the Assignment Event). However, everyone who works on the film must sign the Waiver and Release form.

**I was looking at the Feedback Form, and I'm still not sure what a logline is. Can you tell me more?**

It's a very short, catchy summary of the story, usually not longer than one sentence.

Here is an example:

"Transported to a surreal landscape, a young girl seeks a way home to Kansas, befriendng along the way a scarecrow without a brain, a tin woodsman without a heart, and a lion without courage."

A logline is not the phrase that might appear on a movie poster. That's a tagline.

This is a tagline:

"Every second counts when you have 48 hours to make a film."

This is a logline:

"Brilliant filmmakers fight the clock to produce a film in only 48 hours."

**May we use SAG performers in our film?**

Yes, but more paperwork is required. It is your responsibility to comply with all rules and regulations related to SAG performers.

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**If we are working with someone out of state, can they fax or email us the release form?**

Yes, but you must provide us the paper release before your film shows.

**We want to use public domain or royalty-free music or photographs. What do we do about the Music Release Form or the Materials Release Form?**

Have the person who has the rights to the music or materials sign the release form. In the case of royalty-free materials, this is the person who purchased them. In the case of public domain materials, this could be anyone on the team. Please also include documentation that shows your rights to the music or materials, such as a license, a purchase receipt, or a statement by the author. **Note:** You may only use materials if the license granted to you allows for all forms of distribution.

**Do I need a Location Release to shoot on public property?**

No, but you may need a permit. We do not require you to prove to us that you received a permit, but you may be stopped from shooting or even fined if you do not have one. Please check with your local film commissioner.

**Can I get a copy of the release forms that I turned in with my completed film or of the completed film itself?**

Yes, we can mail them to you. To request a copy, please send a letter with the team name, the film name, the city, the year, and a check made out to the Rochester Movie Makers, Inc. (to cover our costs). The check should be for \$50 if you want just the paperwork, \$75 if you want just the film, or \$100 if you want both the film and the paperwork. Send these to:

Rochester Movie Makers, Inc  
Attn: Archive Request  
113 Golfside Parkway  
Rochester, NY 14610

**If the "required character" is audible off screen—like on the other end of a phone conversation—does that count?**

No, we must actually see the required character in some way on the screen. Remember, he/she need not be the star of the film, just make an appearance.

**Does the required character have to say his name or wear a name tag?**

As long as the audience can infer who the character is, he/she doesn't need to be further identified.