

**ROCHESTER MOVIE MAKERS, INC presents**  
**the 72 HOUR MIND 2 MOVIE CHALLENGE**  
**2010 Official Rules**

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1. **ELIGIBILITY:** The 72 HOUR MIND 2 MOVIE CHALLENGE ("72M2M") presented by Rochester Movie Makers, Inc. ("RMM") is open to individual legal residents and legal visitors of the United States and the District of Columbia. The following are not eligible: anyone involved in the judging of 72M2M entries (collectively, "72M2M Parties"), and the immediate family members of each judge (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of 72M2M). Void where prohibited.
2. **TO ENTER:** Registration is based on a first-come first-served basis and space is limited. Early Bird registration fees are \$40 per team (RMM members - \$25). Regular registration fees are \$50 per team (RMM members - \$35). Late registration fees are \$75 per team (RMM members - \$50). Early Bird registration ends at midnight on 01/17/2010. Regular registration extends from 12:01 am on 1/1/2010 through midnight 1/31/2010. The late registration period starts at 12:01 am 2/1/2010 and ends at 5:00 pm 2/12/2010. All times are EST. A team is considered to have RMM membership when two or more of the team members are RMM members.
3. The 72HM2M will commence on Thursday, 2/18/2010 at 6:00pm at the Assignment Event and end on Sunday, 2/21/2010 at 6:00 pm at the Delivery Event which runs for 1 hour to 7pm. Any late entries past 7pm 2/21/10 are subject to approval by the RMM Executive Board and may be disqualified from prizes at the discretion of the RMM Executive Board. The Exhibition and Awards Ceremony will be held on Tuesday, 3/2/2010 at 7pm at the Little Theater.
4. If a team ("Entrant") must withdraw from the 72M2M, refunds will be paid on the following schedule: Notify RMM via e-mail ([info@rochestermoviemakers.org](mailto:info@rochestermoviemakers.org)) before midnight 1/31/2010 and you will be refunded 50% of your entry fee. No refunds for withdrawal after midnight 1/31/2010.
5. Some of the events (e.g., Assignment, Delivery, Awards Ceremony) may be held in "21 years of age or older" locations. Every effort will be made to ensure that any under 21 teams will not be affected adversely. Entrants may wish to consider having at least one member of its team be 21 years or older.
6. Entrants will be required to sign the standard 72 Hour Mind 2 Movie Challenge Team Leader's Agreement. If under the legal age of majority in your state of residence, your parent or legal guardian must sign it on your behalf. A copy of this agreement is available at [www.rochestermoviemakers.org/m2m](http://www.rochestermoviemakers.org/m2m)
7. All costs associated with the production of the Entry are solely the responsibility of the Entrant.
8. Eligible Entries will be judged based on the judging criteria stated below.
9. Entrants must be present at the designated times at the designated events to participate.
10. **Basic Requirement of the Project:** At Assignment, Entrants will receive a prop, character and line of dialogue and be given exactly 72 hours to make a movie (an "Entry").
11. **PROJECT TERMS OF SUBMISSION:** By submitting an Entry into the 72M2M, each Entrant warrants and represents that the Entrant owns all rights to the Entry he/she is entering in the 72M2M, including, without limitation, the video or digital recording, and the performance contained in each Entry, with the exception of any assets provided by RMM for use by Entrants in connection with this 72M2M. Each Entrant further warrants and represents that the Entrant has obtained permission from each person who appears in the Entry to grant the rights to RMM, and will submit copies of such permissions to RMM. By submitting an Entry, Entrant agrees to the Official Rules, and further agrees to indemnify and hold RMM, 72M2M Parties and their respective affiliates, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the "72M2M Indemnitees"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the 72M2M Indemnitees due to or arising out of the Entrant's Entry materials in this 72M2M, or the Entrant's conduct during and in connection with this 72M2M, including but not limited to trademark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation. Entrant agrees to release, indemnify and hold harmless RMM and the 72M2M Parties from any and all claims that any advertising, presentation, web content or any other

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**2010 Official Rules**

---

- material subsequently produced, presented, and/or prepared by or on behalf of RMM or the 72M2M Parties infringes on the rights of Entrant's work as contained in any Entry.
12. As a condition of entry, participants must agree to the Team Leader's Agreement, which sets forth the rights of Entrant and RMM with respect to the use of Entries by RMM. Entries that do not include all required information and adhere to the foregoing and following requirements will be considered void and will not be considered in this 72M2M.
  13. If any group of individuals elects to collaborate on an Entry, they are required to designate one (1) person as the agent of the group to enter the 72M2M, agree to these Official Rules, sign the Team Leader's Agreement and accept the prize on behalf of the group. Neither RMM nor any of the 72M2M Parties are liable for any disputes between collaborators arising out of or related to the 72M2M.
  14. **SELECTION OF WINNERS:** Entries will be judged by a process in which a qualified panel of judges ("Judges") will evaluate each eligible Entry based on the following judging criteria:
    1. Creativity (40%)
    2. Film Technique (30%)
    3. Use of Assignment Elements (30%)The Top Two (2) Entries based on judges scoring will be selected. In the event of a tie, the tie will be broken based on the highest score in the Creativity judging criteria, continuing thereafter to each judging criteria in order, as needed to break the tie. Entrants agree that the RMM has the sole right to decide all matters and disputes arising from this 72M2M and that all decisions of RMM are final and binding.
  15. **WINNERS PRIZE:** The top scoring Entry will be awarded \$250; the next highest scored Entry will be awarded \$100. All prizes must be claimed by April 1, 2010. All unclaimed prizes after April 1, 2010 will become the property of RMM.
  16. **GENERAL CONDITIONS:** By participating, Entrants agree to these Official Rules which are final and binding in all respects. RMM reserves the right to amend these rules at any time. All Entrants have the right to withdraw and receive a full refund of the registration fee if an amendment adversely affects their ability to participate in the 72M2M. The 72M2M is governed by the laws of the state of New York, and all claims must be resolved in New York State courts, located in Monroe County.
  17. **LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by RMM or 72M2M Parties resulting from any user's participation in or attempt to participate in the 72M2M or ability or inability to upload or download any information in connection with participating in the 72M2M. No responsibility or liability is assumed by RMM or 72M2M Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the 72M2M: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the 72M2M, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the 72M2M, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the 72M2M. RMM and 72M2M Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. RMM and the 72M2M Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the 72M2M, use of the Web Site or the download of any information from the Web Site. By participating in the 72M2M, Entrant agrees to release, indemnify and hold RMM and 72M2M Parties harmless from any and all claims, damages or liabilities arising from or relating to such Entrant's participation in the 72M2M.
  18. **WINNERS:** Winners will be posted online at [www.rochestermoviemakers.org](http://www.rochestermoviemakers.org) and announced at the Awards Ceremony following exhibition and judging of the Entries.

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2010 Official Rules**

---

19. 72M2M ORGANIZER: Rochester Movie Makers, Inc., 113 Golfside Parkway, Rochester, NY 14610.

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## **MOVIE MAKING RULES**

The following rules apply to each participating group/production team:

A. Times:

- **Rochester Movie Makers, Inc. presents the 72 Hour Mind 2 Movie Challenge** ("72M2M") will occur between Thursday, 6:00 pm local time and the following Sunday, 6:00 pm local time. This is the Official 72 Hour Time Period.
- The participating group/team must complete its film/video work in time to deliver it to a location to be announced, on Sunday by 6:00pm.
- Only works that meet the deadline will be officially part of the competition and eligible for prizes, however, all films received on Sunday (on-time and late) will be screened.

B. During the official 72 hour period, all creativity will take place, including but not limited to:

- Writing the script
- Rehearsing
- Costume/Set Design
- Shooting
- Editing
- Sound Design
- Rendering
- Outputting to tape or other media

C. The only work to begin prior to the "Official 72 Hour Time Period" is:

- Organizing Crew
- Organizing Cast
- Securing Equipment
- Scouting/Securing Locations

(See also [Rule D](#) and [Rule Q](#).)

D. All footage must be shot within the 72 hour time period of the 72M2M.

- No stock footage or footage shot or created at another time may be used.
- Animation and special effects are permitted, but must be created during the 72 hour time period.
- Still photographs are permitted, provided that the team has the rights to them. The photos do not need to be created during the 72 hour time period.

E. Each participating group must have a representative at the official Assignment Event of the 72M2M.

- At the event, each group will submit a [Team Leader's Agreement](#), signed by the team leader.
- Each group will be assigned the genre of its movie.
- In addition, each group will be assigned three (3) required elements that must appear in its movie - a specific character, a prop and a line of dialogue.

**ROCHESTER MOVIE MAKERS, INC presents**  
**the 72 HOUR MIND 2 MOVIE CHALLENGE**  
**2010 Official Rules**

---

- The required Character and Prop must be seen on-screen.
- The required Line of Dialogue must be used verbatim. It may be spoken, sung and/or written. It may be in any language, though if it is unclear that it is the Line of Dialogue, there must be a translation.
- *To qualify as an "Official 72 Hour Movie," each group's movie must be in the genre it selects and must contain all required elements within the official time limit and prior to the credits.*

F. All cast and crew must be volunteers.

G. The finished movie must be a minimum of 4 minutes in duration, and a maximum of 6 minutes in duration—including credits. See Rule H.

H. Credits at the end of each movie are limited to a maximum of 30 seconds. The 30 seconds is considered within the length of the movie, as stated in Rule G. (That is, a movie may be 5 minutes 30 seconds long, with an additional 30 seconds of credits, for a total running time of 6 minutes.)

I. Any type of video or film camera may be used, however, *a maximum of only two cameras may be used.*

J. Sound recordings and Sound Effects: Sound recorders are allowed in addition to the two camera limit above. As with music, pre-recorded sound effects are allowed, but you must have rights to use them.

K. The finished film/video must be NTSC compatible. The framerate must be 29.97 (progressive or interlaced) or 23.98 IVTC (for 24p on supported formats.)

Movies must be submitted on one of the following media:

- miniDV or DVCAM tape preferred (SP tape speed only, no LP)
- a data DVD with a self-contained, SD, QuickTime file with no proprietary codecs (You **must** read the section on QuickTime Submissions at the end of these rules before giving us a Quicktime file!)
- DVD-Video

We recommend that each team submit two copies of the final movie. If the Entry cannot be viewed on 72M2M equipment, it may be disqualified.

L. Before the finished movie begins, the tape should have (the following elements are not counted against the time limitation of the film):

- 15 seconds of bars and tone – can download at [www.rochestermoviemakers.org](http://www.rochestermoviemakers.org)
- 5 seconds of black
- A title card with: team name, date, city, title, and genre
- A title card with:  
"This movie is made for the Rochester Movie Makers, Inc. presents the 72 Hour Mind 2 Movie Challenge - 2010 [www.rochestermoviemakers.org](http://www.rochestermoviemakers.org)"
- 2 seconds of black
- Your movie

M. All movies received on the evening of the deadline (on-time and late) will be screened, presuming they are eligible according to Rule P. To ensure the best screening of your movie, please follow the instructions below:

**ROCHESTER MOVIE MAKERS, INC presents**  
**the 72 HOUR MIND 2 MOVIE CHALLENGE**  
**2010 Official Rules**

---

- HD movies must be down-converted to SD.
- Widescreen productions (16:9, 2.35:1) should be letter-boxed for 4:3 presentation.
- 24p films should have pulldown added for standard 29.97 video cadence prior to going to tape. Films can be left 23.98 for QuickTime or DVD submission.
- Audio mix should be Stereo, but support a potentially Mono presentation.
- Sound levels should be relatively even throughout the movie. (If your movie has uneven sound or sound that peaks, it may be modified to protect the playback equipment.)
- Note: Projection specs vary from theater to theater and are beyond the control of the 72M2M. If your movie is very dark, it may be difficult to see. For best results, be sure to adhere to NTSC specifications.

N. The producer/team leader for each group must submit a complete and signed paper copy of the Team Leader's Agreement at the Assignment Event prior to choosing a genre.

O. Each team must secure talent, crew, music releases and location releases, which must be turned in to the 72M2M organizers with the finished film/video. (The release forms can be found on the 72 Hour Mind 2 Movie Challenge website.) The film/video will not be screened before the 72M2M organizers receive the signed releases.

P. To be eligible for the 72M2M, Entries must be the original work of the Entrant; must not infringe third-party's rights (including, without limitation, any intellectual property rights); must be suitable for publication (i.e., must not be obscene or indecent); must not contain obscene or pornographic material; must not contain defamatory statements about any person, company, organization or entity; must not invade privacy or other rights of any person, company or entity; must not in any other way violate applicable laws and regulations; and must not contain any copyrighted elements (other than as owned by the Entrant and/or 72M2M). Entries containing prohibited or inappropriate content as determined by Rochester Movie Makers, Inc. ("RMM"), in its sole discretion, to be inappropriate will be disqualified. RMM reserves the right to make the final determination as to which Entries are eligible.

Q. Participating groups are encouraged to work with a local composer and/or musicians to write and record music for the movies. It is permissible for a participating group to use pre-recorded music; however the participating group **must** have the rights to any music used in its movie and must provide a release for all music used.

R. The Entrant must submit a Certification Statement with his/her completed Entry, certifying adherence to all Official Rules.

S. To be certified as an "Official 72 Hour Movie," each participating group's film/video production must follow all rules herein. The 72M2M Organizers reserve the right to screen only certified "Official 72 Hour Movies."

T. No Entries (media or documents) will be returned.

U. RMM and 72M2M Parties may, in their sole discretion, disqualify Entries deemed to be inappropriate or otherwise non-compliant.

**Every second counts, when you have 72 hours to make a movie!**

## **Quicktime Submissions**

We are allowing our movie makers to submit their films as a Quicktime file. To do this, you should bring a data DVD with your film on it to the Delivery Event. Your film must be:

**ROCHESTER MOVIE MAKERS, INC presents**  
**the 72 HOUR MIND 2 MOVIE CHALLENGE**  
**2010 Official Rules**

---

- self-contained (that is, without references or links to other movie files)
- NTSC DV 720x480 frame size, at 29.97fps (23.98 for 24p content.)
- Interlaced video should be Lower Field First (DV Standard.)
- Video codec should be "None," "Animation," "DV/DVCPRO" or "Apple ProRes"
- Audio should be PCM, 16bit, Stereo, 48,000Hz or 44,100Hz.
- on a Data DVD with a finalized UDF or HFS file system. No packet-based open recording systems will be supported (e.g. "Mount Rainier," "EasyWrite.")
- written to a recordable disc, (e.g. DVD-R) ReWritable discs are not recommended

The media (i.e., the data DVD) will not be returned.

You are not allowed to submit a hard drive of any kind. If you do, you will be disqualified.

The file should be at least one gigabyte (1 GB). If it is not, it is likely that there is something wrong. If the file exceeds 4GB, the film may be split into sequentially-labeled files and recorded to multiple discs. Usage of dual-layer (8.5GB) discs is discouraged.

If you have any questions before the movie making weekend, email [info@rochestermoviemakers.com](mailto:info@rochestermoviemakers.com). During the filmmaking weekend, call the 72Hour Mind 2Movie Challenge Hotline provided to you.

If we cannot play your film on our equipment, it may be disqualified, and it may not be shown. We highly recommend you submit a second copy of your film in another format—MiniDV or regular DVD—in case we cannot use your QuickTime version. It's a good idea to test your QuickTime on a computer without your editing software installed.

## **Closing**

Again, call the 72 Hour Mind 2 Movie Challenge Hotline with any questions. If we cannot play your film on our equipment, it may be disqualified, and it may not be shown. And we highly recommend that you submit a second copy of your film in another format, just in case. DV Cassette and DVD Video are a great combination.