

Film on the Fly!

Film on the Fly! is the latest and greatest in mobile filmmaking challenges! On the day of the contest, you'll receive a text message with a secret story prompt for your video. You'll then have up to twenty hours to make a mobile phone video and post it to YouTube. Since this is a global challenge, you'll be able to see mobile videos that are created from all over the country, and maybe even the world!

Cost:	Free
Entries:	Open to everyone
When is the contest?	Pi Day! Saturday, March 14th, 2009
Start Time:	10:00 - 11:00 AM Pacific time. Your mobile phone will receive a text message with the secret story prompt, along with the "tag" you'll use to identify your video as part of our contest on YouTube.
How long will the contest last?	20 hours
Length of video:	Less than 120 seconds.
Content:	G-rated, family friendly and must incorporate the story prompt.
Submissions due:	No later than 6:00 PM Pacific time on Sunday, March 15th, 2009.
Awards:	Pretend prizes to be revealed on www.koce.org/filmonthefly

How do you sign up? Fill out the form at www.koce.org/filmonthefly

What do you do next?

On Saturday, March 14th, you'll receive a secret story prompt on your mobile phone. (International participants, you'll receive your prompt via email.) Think about the story prompt and create a beginning, middle and end of a story. Incorporate your own creativity and your location. If you're in Belgium, incorporate something about where you are in Belgium. If you're having lunch with your grandmother, incorporate something unique about her house or its history. Think about where you are, whom you are with and the story you want to tell. Make a video with your mobile phone and tell your story! Videos need to be less than 120 seconds, but if your phone only takes 30-second video, that's okay, too!

Note: The story prompt will be open ended to allow you the greatest flexibility and creativity. For example, the story prompt could be, "It was so much better than I expected!"

When are submissions due and how do you submit?

Your video needs to be uploaded to your personal YouTube.com account by 6:00 PM Pacific time on Sunday, March 15th, 2009. You may either upload it directly to YouTube, or send it via email to yourself and upload it to YouTube on your computer. Make sure you include the contest "tag," which will be sent to you on the day of the

contest. (For assistance on how to create an account, “tag” your video and upload to YouTube, see the videos at www.koce.org/FilmOnTheFly)

How do you view other people’s videos in the contest?

All videos associated with the *Film on the Fly!* and of appropriate content will be compiled into one play list, which will be available at our NING site at www.filmonthefly.ning.com .This is where preliminary judging will take place when you rate the videos. It’s also where the top three videos will be determined by poll on March 16th. (All judging is by viewers so make sure you rate the videos by March 16th and enter your top three videos into the poll by March 19th – all on the NING site.)

Who wins?

You and the other participants will judge the videos. Rate the videos on the *Film on the Fly* play list and the winner(s) will receive recognition at www.filmonthefly.ning.com .

Film on the Fly! is enthusiastically brought to you by KOCE, Orange County's PBS station.

Note: KOCE does not charge for participation in this contest, but standard text message and data rates still apply. Please contact your cell phone provider for more information.

Disclaimer: KOCE assumes no responsibility for reckless movie-making behavior. Please get permission from your subjects before filming them and upload only the content that you’ve created yourself. By entering this contest, you are agreeing that KOCE can/will use your video to help promote the *Film on the Fly!* contest.

For more information: Contact Janet English at jenglish@koce.org or 714-861-4307