

Janet Elliott

From: tony@stormforcepictures.com
Sent: 20 April 2005 18:12
To: Janet Elliott
Cc: uci.dudley@uci.co.uk
Subject: 48-HOUR MOVIE CHALLENGE PROPOSAL
Importance: High

Hi Janet.

Below is a detailed proposal for the 48-hour movie making competition that I would like to hold in the near future. If you have any further questions, please do not hesitate to contact me.

Kind regards

Tony Hailstone

www.48hourmovie.co.uk
www.stormforcepictures.com

Organiser contact details:

Tony Hailstone Tel: 07986 756816 Work: 01384 78192

Lee Slater Marketing Manager Work: 01384 78192

Work Address: UCI Cinemas, Merry Hill Centre, Brierley Hill, DY5 1SY

General Manager: Mark Cash

Note: We both can be contacted via the address at UCI Cinemas as we are both employees there

PROPOSAL

We are looking to hold a film-making competition at the UCI Merry Hill Centre over the forthcoming summer holidays.

About the event

Entrants will be given just 48-hours to write, direct, edit and produce a 5-minute movie. To makes things more difficult for each of the teams, on the registration day (when the 48-hours will commence) every team will be issued with a different film title, genre and prop/line of dialogue which must be used creatively in their "short". The aim is to encourage film-makers pro and novice alike from across the Midlands to pull out their dusty video cameras and have some fun making a film under pressure and to inspire those that have never made a film to actually make one.

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Our 48-hour movie challenge is based on a competition run by Johnnie Oddball - founder of the Digital Guerrilla Filmmakers website. The last event that he held was in August 2003 in which we (Tony/Lee) were both participants. The event, held in four cinemas across the country, was a tremendously exciting and rewarding experience. We attended the Manchester venue in which over 150 teams entered. The atmosphere

was electric that day where people had travelled across the country to take part in this unique event. As since that day there has not been another event arranged in the country, we made the decision (with permission from the original creator) to continue on with this great idea and run it at a prime Midlands location - the UCI Cinema, Merry Hill Centre where we both work.

Who is the event open to?

Anyone and everyone over the age of 15

What will it cost?

The cost per team to enter will be £20.

Will there be a prize?

Yes. Currently the proposed prize is £400-£500 dependent on the number of entries and/or sponsorship.

What happens to the rest of the entry money?

All profits from this event will be going to charity. The company has agreed to provide a venue and staff free of charge and provide marketing assistance. The proposed charity is the Acorns Children's Trust registered number 700859 whom we have worked with in the past for other fund-raising events. For further information on the charity please see www.acorns.org.uk

Tentative Outline of Events

> **Saturday August 6th 9-10am** - Teams register at the UCI Cinema, Merry Hill Centre where they will watch a humorous instructional film onscreen explaining the rules of the event. After this short film, they will collect their film titles/genres/prop/line of dialogue and then be sent on their way to make their five minute movie.

> **Monday August 8th 9-10am** - Teams return with their completed tapes where they will also be required to sign release forms for all copyright permissions.

Once all teams have returned, a period of 4-weeks will be required to review and edit all submitted entries to ensure that they are suitable for screening and that they have not forfeited (e.g. have used their film title effectively). We will personally guarantee that all material screened would be suitable for an audience of 15 and above (for further information, please see "concerns" further down).

The following dates are dependent on the number of entries. We anticipate 50 teams entering which is just over 4-hours of material.

> **Mon-Wed 29th/30th/31st August** - All successful entries will be screened free of charge for the team members and a select number of their guests at the UCI Cinema Merry Hill using the brand new digital projectors. The proposed time for screening would be 1 hour "slots" at around 7-8pm at night. We feel this time is most suitable as we would be in the middle of the school holidays so the evenings would be much quieter from a business point of view. This allows for more successful control of guests within the cinema. **These screenings would NOT be open to the general public. They would be strictly open only to those who have participated in the event or are a friend/relation that is attending with an entrant.**

The winners will be announced on the final day of screenings. The top three films will be shown after all initial screenings have taken place. Depending on the number of entrants, only team members (or a rep from each team) may be allowed into the awards screening should we exceed 350 people (that is the maximum allowed in the largest auditorium).

Concerns

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Classification

We understand that in normal circumstances where a film has not been classified by the BBFC, the local

licensing authority must grant a certificate before a film can be shown to the public. However, under these circumstances I believe this may be impractical due to the sheer number of entries that we potentially could have. This event is to promote the growth of local British film-making talent and to inspire them into making more and more films. The single biggest motivational factor for each entrant will not be the prize money - it will be the opportunity to see the film they made on the big screen in front of a large audience. As we see it, it is imperative that all entrants have the opportunity to watch their film in the cinema.

As this event will only be open to over 15's, I have no doubt that even without restrictions being imposed, the majority of work returned to us would be suitable for an audience of the normal "15" certificate guidelines as set out by the BBFC (I have read the recent changes to the BBFC guidelines made in the past few weeks).

However, rather than simply assuming this will happen it will be clearly explained in the instructional film before the event as to what is/is not acceptable. As we have been working in the cinema industry for over 7-years now, we know exactly the type of material which would be passed at certain categories. This knowledge in conjunction with the newly published BBFC guidelines would mean that it be pretty difficult for us to pass something which would normally be deemed inappropriate. We will personally be viewing and editing the films together so will take full responsibility for the material screened. If we find material which we feel is inappropriate, we may impose cuts, edits or even disqualification.

Volume Of People

There should be no issue in terms of people registering at the cinema as the cinema is capable of holding over 2000 people. As for the screening day(s) where Teams may bring additional guests, as we would ideally run the screenings in one-hour time slots this would mean only 12 teams attending per hour. As the largest screen caters for 350 there would be more than ample seating available.

Underage Guests

The cinema has successfully operated age-restrictions for over 15 years and so there would be no changes to how this is run. The event will be run and assisted by employees of UCI Merry Hill Centre. The "screenings" will be considered the same as any normal film with the exception that they won't have to pay.

Associated Websites:

www.48hourmovie.co.uk

www.stormforcepictures.com

www.uci.co.uk

www.acorns.org.uk

48 HOUR MOVIE CHALLENGE



Welcome to the official site for the 2005 UK Movie Challenge

Coming this summer, the **48-hour Movie Challenge** promises the most exciting independent film-making events in the UK where entrants can win a large cash prize whilst raising money for charity.

Based on an idea by Johnnie Oddball, creator of the National Film Challenge, the 2005 UK 48-hour Movie Challenge keeps the original competition alive whilst throwing in a few new elements.

For those not familiar with the challenge, you will be given a film title (horror, comedy) and a line of dialogue and/or prop. All of these must be effectively used in your 5-minute short or else you will forfeit. No one ever said film-making was easy.

To some this may sound easy and to others you may be terrified. Perhaps not...

On the day of registration, you will be given a film title, a line of dialogue and/or prop. All of these must be effectively used in your 5-minute short or else you will forfeit. No one ever said film-making was easy.

The event is meant to be a fun and inspirational weekend for novice and pro alike. Anyone and everyone is welcome to take part (if you are over 15 that is!).

Not only is there the opportunity to win a large cash prize for your team, you will also have the opportunity to see your finished film on a big-screen. Yes, a CINEMA SCREEN. And not just a crappy sea-side cinema - it will be screened at a major cinema for you and your fellow winners to laugh, cry and cringe at.

ALL SUCCESSFUL ENTRANTS WILL BE SCREENED FOR AN HOUR UP TO 300 PEOPLE!!!

So if you forfeit you won't be watching anything.

If you don't forfeit - enjoy the show. *Your* show that is!

If you have any further questions, please visit our Frequently Asked Questions (FAQ) section and don't forget to register for our newsletter so you can be first to know the date, time and venue when it becomes available.

Tony and Slater
info@48hourmovie.co.uk

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The treatment
Writing a script
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PRE-PRODUCTION

Effective planning
Choosing a camcorder
Your film crew
Actors: Finding talent!
Keeping costs down
Location hunting
Legal Mumbo Jumbo
Other considerations

THE SHOOT

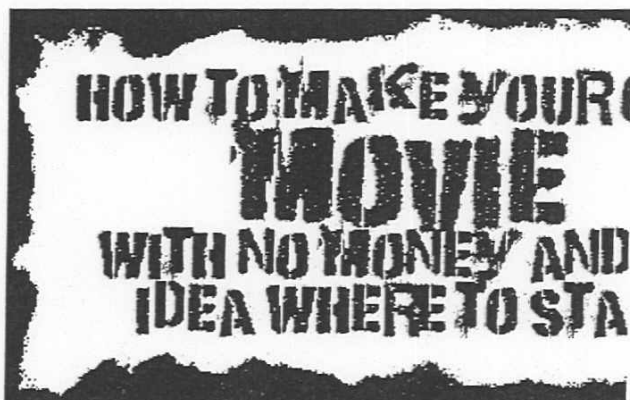
How do you work this thing?
Basics of film lighting
Working with actors
When the shit hits the fan
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HOW TO...

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Please select a page from the main navigation bar to the left.

More tutorials being added frequently so please keep checking back. As this site is a "work-in-progress" some links are not yet active. Please just be patient and one day they will eventually work...may be.



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Janet Elliott

From: tony@stormforcepictures.com
Sent: 13 April 2005 16:07
To: Janet Elliott
Subject: Re: 48 HOUR MOVIE COMPETITION
Importance: High

Hi

Hope you are well. It has been some time since we last talked about this pesky 48-hour movie competition but I am still eager to see it up and running.

I understand that it is the councils policy to categorise any films that are screened. However, am I correct in saying that if the screenings take place out of regular opening hours then it would no longer be under the councils jurisdiction? (I have based this on information provided by the BBFC).

Ideally, the screenings would take place at a peak time so that entrants and their families would be able to see the output of their efforts on the big screen. But this would mean the need for classification bringing us back to square one! Unless of course we were allowed a special exemption by yourselves? Previously it was mentioned that a change in policy would be required but all I am hoping for is an exception as this is meant to be a fun, educational and inspirational experience for all concerned.

If it was not possible for yourself to grant us an exception in this case, would we be able to look at alternative solutions. My other but less ideal plan was to screen the "10 Best Shorts" at a prime time (e.g. 7/8pm) which could then be classified by yourselves due to the relative short time (50 minutes total). Then all other entrants could be shown out-of-hours and so, not requiring classification. Does this sound like a better solution?

As usual I look forward to hearing from you.

Many Thanks

Tony Hailstone
www.48hourmovie.co.uk
www.stormforcepictures.com

----- Original Message -----

From: Janet Elliott
To: 48hourmovie.com
Sent: Wednesday, February 23, 2005 2:32 PM
Subject: RE: 48 HOUR MOVIE COMPETITION

It has, as you are aware, been the policy for this Council to categorize any films which are screened at the Cinema.

I see the difficulties but cannot at the moment see away round this policy decision.

-----Original Message-----

From: 48hourmovie.com [<mailto:info@48hourmovie.com>]
Sent: 23 February 2005 12:35
To: Janet Elliott
Subject: 48 HOUR MOVIE COMPETITION

Hi

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Has any progress been made on this matter or do you require any further information?
Kind regards

Tony Hailstone
www.48hourmovie.co.uk

----- Original Message -----

From: Gale Siviter
To: 48hourmovie.com
Sent: Tuesday, February 15, 2005 12:51 PM
Subject: RE: 48 HOUR MOVIE COMPETITION

There is no news at the moment but Janet Elliott is looking into it for you.

Many thanks

Gale Siviter

-----Original Message-----

From: 48hourmovie.com [<mailto:info@48hourmovie.com>]
Sent: 15 February 2005 12:48
To: Gale Siviter
Cc: Angela Wright; Janet Elliott
Subject: Fw: 48 HOUR MOVIE COMPETITION

Hi

I was just wondering whether you have any news on the request below?
Many Thanks

Tony Hailstone
www.48hourmovie.co.uk

----- Original Message -----

From: 48hourmovie.com
To: janet.elliott@dudley.gov.uk
Cc: angela.wright@dudley.gov.uk
Sent: Tuesday, February 01, 2005 3:55 PM
Subject: 48 HOUR MOVIE COMPETITION

Hi

Hoping you can help! In the summer holidays (late July/early August) I am looking to hold a film-making competition at the UCI Cinema in the Merry Hill Centre.

The competition will be a 48-hour challenge whereby entrants have just 48-hours to make a 5-minute movie from script to screen. Similar events to this have been held in the country before (which I myself was an entrant) and I am very eager to hold one here in the Midlands.

The competition will be open to over-15's only and it is hoped to be structured the following way:

* On day "X", the participants arrive at the cinema in their teams (most likely around 9/10am) pay their entry fee (to cover cinema staff costs/screening/prize money). They will then be taken to an auditorium where they will see an introductory film explaining the rules of the event (e.g. no excessive violence/drug taking) and hints and tips on how to get their film completed. It is my aim to make the intro film extremely amusing as I want this event to be all about the fun and excitement of film-making.

* After the introductory film, one member of each team will collect a film title, genre and prop/line of dialogue which forms the basis for their five minute film (this prevents cheating and makes it a bit more of a challenge).

* 48-hours later they must return to the cinema with their completed film (a staff member would be present to sign in the tapes)

....then some time will pass.....

* Approx. 2-4 weeks later, all movies that were completed (without breaking any rules) will be screened in front of the other participating teams at a private screening at the cinema. Again I don't want any under-15's at the event.

* Prizes will be awarded the same day, the winner will get a lovely cash prize and a round of applause!

I must stress at this point this event is still in development. The cinema has said "yes" provided certain elements are covered - which is where I'm hoping you can help.

With the possibility of over 50 short films being produced in just 48-hours and my hope that we could then screen these films, I see a problem in terms of licensing and classification. From my understanding the cinema could screen whatever material it likes to whomever it likes providing the business is not open (no money is exchanging hands). The way around this would be to have the works classified (BBFC said they do not do this) however, that would be a big problem in terms of time and I'm sure you and your colleagues in licensing wouldn't want to have sit through each of them.

I could arrange this event so that screenings only take place out-of-hours, but it would give much greater flexibility to myself and the participants if they could see their movie at a sociable hour.

As mentioned, I only want over 15's to participate which - for the majority of the work that is likely to be produced - will be suitable. I don't want to see films with excessive violence, drug taking, sex etc. I want the films to be funny, witty and cutting edge. But I do want some variety.

Having worked in the cinema industry for over 7-years now, I am well aware of material that is likely to be unsuitable (e.g. material that could detail how to perform a criminal activity) so what we screen would be safe.

Are you able to advise me on what I would need to do in order to make this event a reality? The Manchester event which I went to in 2003 was extremely rewarding for myself and if I can just make one other person as proud as I was that day, then the event will have been a success.

Kind regards

Tony Hailstone
www.48hourmovie.co.uk

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