

## **Celebr8 on the Silver Screen** **CRITERIA AND HOW TO ENTER**

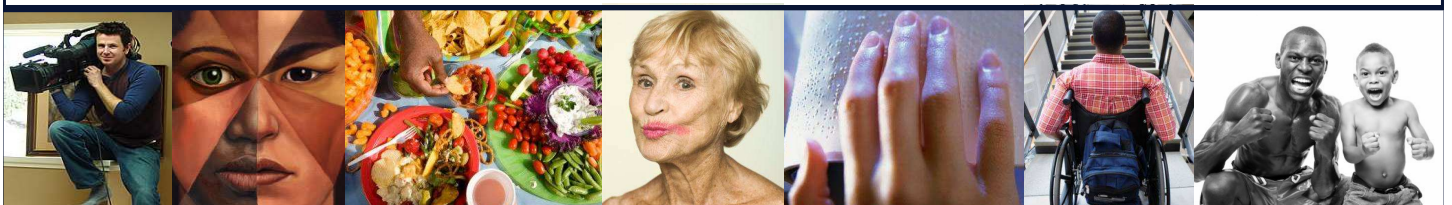
So, you're interested in creative writing and film making, and you have some ideas that could make the basis for a script? Then this is the competition for you!

We are looking for imaginative work exploring the benefits of diversity within the North West, and are inviting people to submit a piece of creative writing which we can turn into a film and screen across the region.

### **Where to Start?**

The first thing you need is an idea. Think about a concept which will explore diversity and your experiences, your thoughts and your feelings. You need to explore how your own rich personal experiences can inform your creative writing - it's essential and inevitable that you will draw on your own experience and it always helps if you are passionate about what you want to say.

Have a think about films you like and get insights from the experts. Think about why you want to celebrate diversity and most of all, don't forget to keep to the theme of the competition – “What does diversity mean to me?”



### **What Do We Mean By Diversity?**

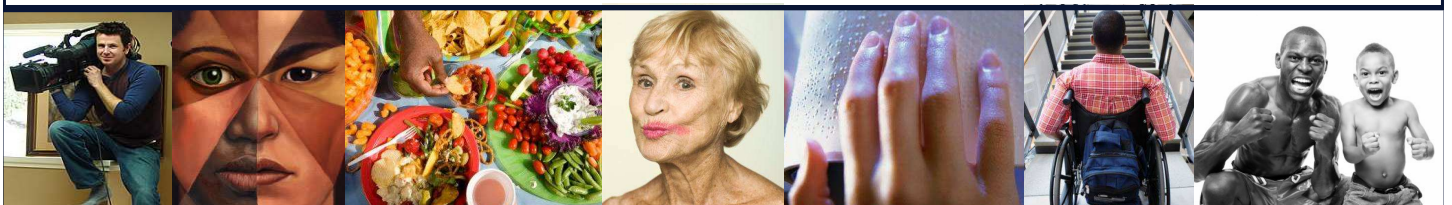
There are many things that make us unique and different. This may be our heritage, culture, gender, sexual orientation, where we live, how we live our lives, how we were brought up or the experiences we have had.

Some people suffer discrimination and prejudice because of these differences and this has a negative impact on us all. People should be valued and respected for the different talents and experience they bring; people with different backgrounds and attitudes bring fresh ideas and perceptions. We need to work hard to create a place where individual differences are respected and valued, and everyone has a fair chance to fulfil their potential. This means we need to recognise that we are all influenced by assumptions and stereotypes, and we need to challenge these assumptions through dialogue.

This competition is about highlighting the value of diversity in the North West and how it contributes to making us stronger, and we would like you to use your writing skills to explore its benefits.

### **Get Writing!**

When you're happy with your idea, get writing! Don't hold back; be as creative as you like. Remember, what we're looking for is an original and highly personalised take on how diversity affects you and the people around you.



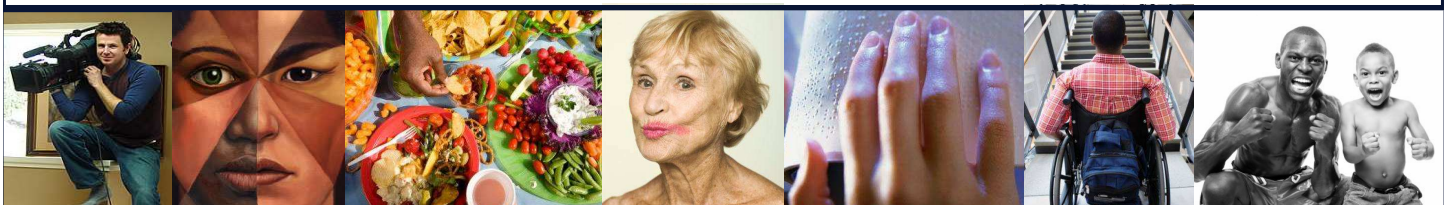
You may want to create a storyboard (a picture plan of your final film) to visually map out your idea - but don't forget to include key dialogue. Alternatively you may want to get together with a couple of friends and come up with a short script or piece of creative writing.

### **Need Some Help?**

To help you prepare a winning story and to ultimately help us to transform your idea into the final silver screen production, celebr8 and Stockport Arts team will be hosting a series of free film workshops across the region in June and July where those wishing to enter can receive first class tips and guidance from professionals. For more information check out [www.celebr8.org](http://www.celebr8.org), or contact Stockport Art's Team at:

Stockport Art Gallery, 0161 474 4453/4454 or email [stockport.art.gallery@stockport.gov.uk](mailto:stockport.art.gallery@stockport.gov.uk).

If you can't attend any of these workshops, there are all kinds of local creative writing courses available across the region - your local library is always a good starting point. For general advice and support on the basics of script writing and film making see [www.celebr8.org](http://www.celebr8.org) for a list of good and reliable sources of advice.



**What prizes are up for grabs?**

One winning script or story from each county in the North West (Manchester, Lancashire, Cumbria, Cheshire and Merseyside) will be professionally made into a short film to be shown at a regional premiere in front of some of the region's most influential film professionals, and then toured throughout the North West. You may be able to work alongside the company making your film, getting a real insight into how films are made. You will attend the premiere and see your film shown on screens around the region, as well as on celebr8's own You Tube channel.

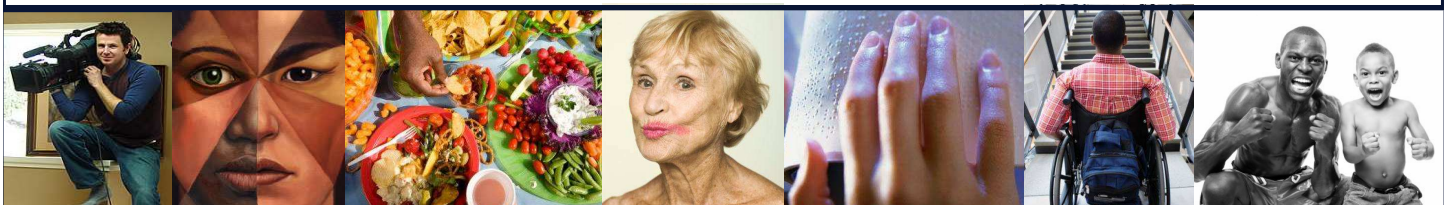
There will also be a supporting publicity campaign to help make your film famous.

**What will make a winning entry?**

We're looking for highly a personalised concept that gives a real insight into the benefits of embracing diversity. We are looking for a creative approach which gets the film's message across in a powerful way. It can be as creative as you like.

**What dates do I need to watch out for?**

The competition deadline is 28<sup>th</sup> July 2008. You'll need to make sure your entry is with us by that date. If selected as a finalist or winner you must be available to attend the premiere in September and prepared to take part in publicity.



**How will you select a winner?**

A selection of the best entries from all the counties across the North West will go before a panel of judges including representatives of the film industry and celebr8 (don't discrimin8).

The panel will select the five best entries from the sub-regions across the North West (one winner from each of the following areas: Manchester, Merseyside, Lancashire, Cheshire, and Cumbria). These will be showcased at the North West premiere in September 2008 and then shown in screens throughout the region.

The judges' decision is final.

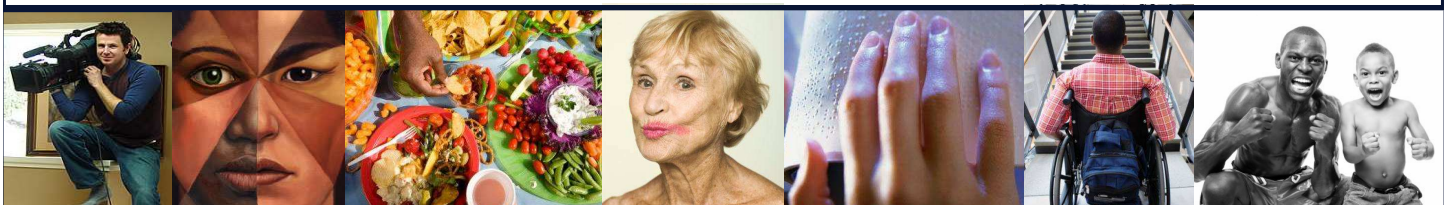
**Where should I send my entry?**

Send all entries by 28<sup>th</sup> July 2008 to:

celebr8 on the Silver Screen  
c/o Weber Shandwick  
2 Jordan Street  
Knott Mill  
Manchester  
M15 4PY

Or email [celebr8@webershandwick.com](mailto:celebr8@webershandwick.com) and clearly mark your email as 'Silver Screen Entry'.

Make sure you send your contact details with your entry.



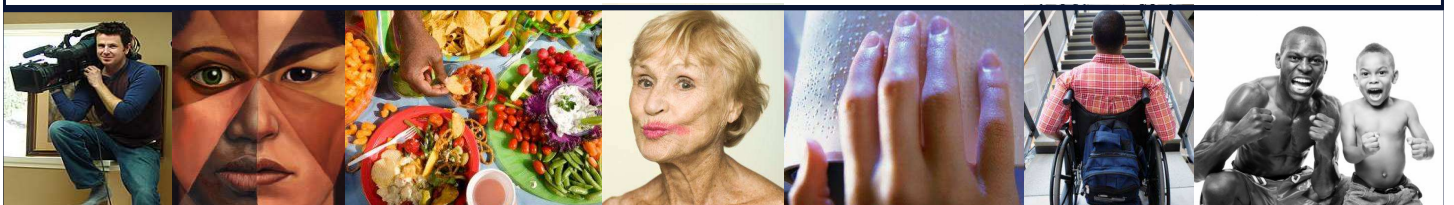
Please note, celebr8 cannot guarantee receipt of entries unless sent by registered mail. We regret that entries to this competition cannot be returned and advise that you should also keep a copy. celebr8 will retain joint copyright to winning scripts when used in relation to promoting diversity across the North West and writers will be fully credited.

**How Will I Know If I've won?**

You'll be contacted no more than ten working days after the close of the competition if you've been selected as a finalist. If you haven't heard from us by then, unfortunately you've not been successfully selected as a finalist.

**Where Will the Winning Films Be Shown?**

There will be a regional premiere in September 2008, and then showcased across the region.



# The Rules

**celebr8**  
don't discrimin

All entries must adhere to the criteria outlined in this pack and online at [www.celebr8.org](http://www.celebr8.org).

If you have any questions, please don't hesitate to call the Silver Screen team on 0161 238 9422 or email [celebr8@webershandwick.com](mailto:celebr8@webershandwick.com).

## **Who Can Enter?**

The competition is open to anyone living in the North West of England (Cheshire, Cumbria, Lancashire, Manchester or Merseyside). You can choose to enter as an individual, as a community group or simply as a group of friends. Groups may make multiple entries, however they will be categorised dependent on their location and will only be able to win once.

## **How Long Should My Entry Be?**

Stories should be between 1,200 and 1,500 words, typed in double line spacing on single sides of A4. Entries must be the original and previously unpublished work of the entrant, and should not have been submitted for publication elsewhere nor for any other competition at the time of entry. We regret that entries to this competition cannot be returned. You should also keep a copy.



Entries will only be valid when accompanied by a front sheet containing your contact details including:

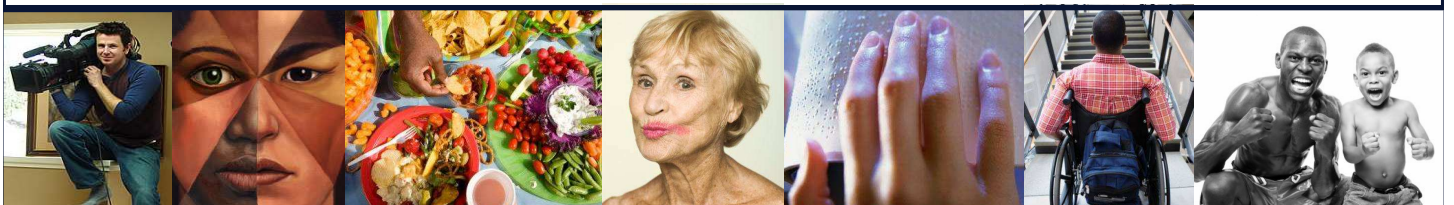
- Full name, or primary contact if entering as a group
- Group name (where relevant)
- Address
- Telephone number
- Email address (if possible)

The judges will score each entry based on the same criteria and the highest scores will win. The criteria includes:

- Story
- Concept
- Originality
- Creative approach,
- Story suitability for a short film

Think about character development and who is central to the story as well as use of language too. English is a remarkably complex language and is very powerful in conveying nuances, thoughts and in setting tone. Above all, don't forget about your plot development and structure.

Finally, remember how important your opening sentences are- you need to capture the reader's interest and imagination from the start.



### **Location**

Your short film must be shot within your region e.g. if you are from Merseyside we want you to show us the positive aspects of diversity within the Merseyside area.

### **Are there any specific details I should be aware of when preparing my entry?**

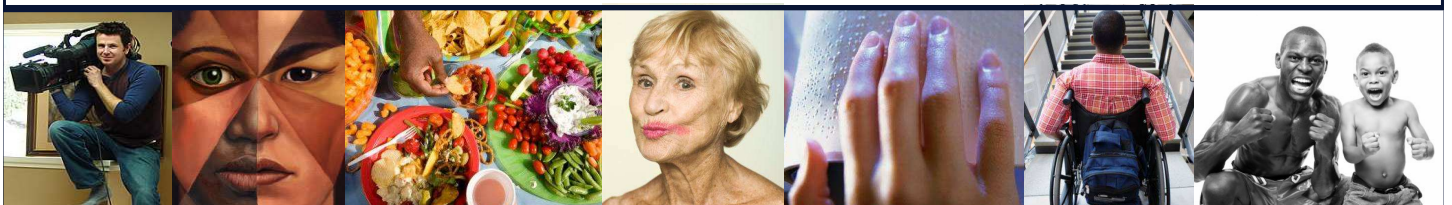
When drafting your script or creative story, please note that any winning film will be produced in live action (ie, not animation) with a maximum of three characters.

During production of the winning films, we will keep to the original idea as closely as possible; however some aspects may be subject to change due to availability of locations and interpretation of characters, and changes may be need to be made due to constraints and restrictions.

### **Deadlines**

All films must be sent to us by 5pm on **Monday 28<sup>th</sup> July 2008**. You'll need to make sure your entry is with us by that date.

From these a selection of the best five (one representing each county within the North West) will be selected by an expert judging panel from the world of film and TV as well key diversity and equality champions.



Winners will be notified within 10 working days of the closing deadline. If you have not heard from us by then, please assume this to mean that regrettably your work was not selected. If selected as a finalist or winner you must be available and prepared to take part in publicity.

**Why is celebr8 running this competition?**

Celebr8 (don't discriminate) is the North West's festival of diversity. The festival is funded and organised by the North West Regional Assembly, North West Regional Development Agency, Government Office North West, and NHS North West .

Celebr8's aim is to showcase how diversity benefits everyone culturally, socially and economically by focussing on eight key areas: disability, age, gender, sexuality, race & ethnicity, faith, trans and refugees / emerging communities. You can find out more information by logging onto [www.celebr8.org](http://www.celebr8.org)

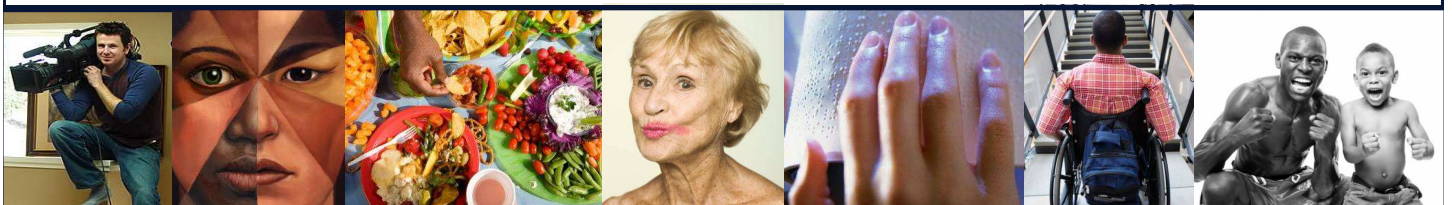
**Don't forget....**

Entries will only be selected if accompanied by your contact details.

That's it!

Happy writing and good luck!

*Celebr8 Team*



**And Finally ..... Here what some other people have said about diversity.<sup>[1]</sup>**

*“We all live with the objective of being happy; our lives are all different and yet the same.”*

**- Ann Frank**

*“[People] may be said to resemble not the bricks of which a house is built, but the pieces of a picture puzzle, each differing in shape, but matching the rest, and thus bringing out the picture.”*

**- Felix Adler**

*“We have become not a melting pot but a beautiful mosaic. Different people, different beliefs, different yearnings, different hopes, different dreams.”*

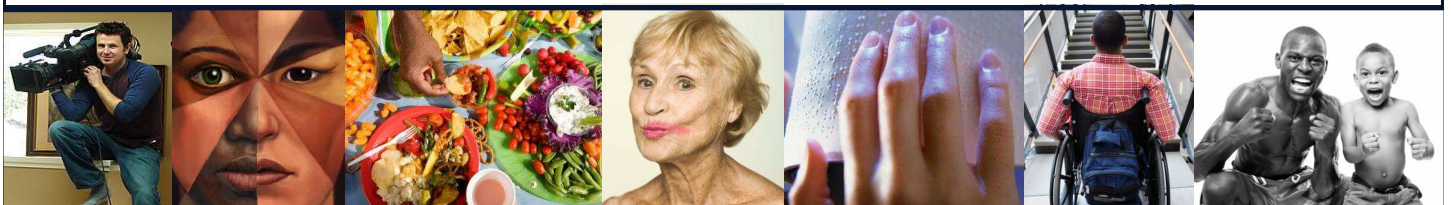
**- Jimmy Carter**

*“The price of the democratic way of life is a growing appreciation of people's differences, not merely as tolerable, but as the essence of a rich and rewarding human experience.”*

**- Jerome Nathanson**

*Human diversity makes tolerance more than a virtue; it makes it a requirement for survival.”*

**- Rene Dubos, Celebrations of Life, 1981**



*“Insight, I believe, refers to the depth of understanding that comes by setting experiences, yours and mine, familiar and exotic, new and old, side by side, learning by letting them speak to one another.”*

**- Mary Catherine Bateson**

*“Religions are many and diverse, but reason and goodness are one.”*

**- Elbert Hubbard**

*“I look forward confidently to the day when all who work for a living will be one with no thought to their separateness as Negroes, Jews, Italians or any other distinctions. This will be the day when we bring into full realization the American dream -- a dream yet unfulfilled. A dream of equality of opportunity, of privilege and property widely distributed; a dream of a land where men will not take necessities from the many to give luxuries to the few; a dream of a land where men will not argue that the colour of a man's skin determines the content of his character; a dream of a nation where all our gifts and resources are held not for ourselves alone, but as instruments of service for the rest of humanity; the dream of a country where every man will respect the dignity and worth of the human personality.”*

**- Martin Luther King, Jr.**

