

TEEN VIDEOFEST 2010

Contest Rules and Guidelines

PURPOSE

Teen VideoFest gives 13-19 year old Tarrant County youth an opportunity to make a positive difference in the lives of their peers by communicating health issues and encouraging positive life choices.

WHO CAN PARTICIPATE?

- ❖ Middle or high school residents of Tarrant County, 13-19 years old.
- ❖ Current school enrollment is required in a school district that includes any portion of Tarrant County, to include homeschools.
- ❖ Youth part of a community/faith-based/youth-serving organization (e.g., YMCA, Boys & Girls Club, church, etc.).

CONTESTANTS

- ❖ Contestants may enter as an individual or as a member of a team, but may NOT participate in the production of more than two (2) videos.
- ❖ Each individual/team must have an adult sponsor who is affiliated with the school/organization that is sponsoring the individual/team (e.g., teacher, home-school co-op representative, youth pastor, community center director, etc.).
- ❖ Although team size is not limited, three to five people on a team are recommended.

AWARDS and PRIZES

- ❖ Only those individuals/teams who have submitted a completed Registration Form (s), Parent/Student Consent Form(s) and complete the required workshop (s) will be eligible to win.
- ❖ Winning individuals/teams must be present or represented at the Awards Night in order to claim prize.

VIDEOS MUST BE:

- ❖ **Related to chronic, mental or social health.**
- ❖ Focused on prevention of the clearly stated topic, while presenting the best options and providing helpful resource information.
- ❖ Entered in one of following categories: Chronic Health Issues - diabetes, asthma and obesity; Mental Health Issues - depression, teen dating violence, and bullying; Social Health Issues - HIV/AIDS, teen sexuality, teen substance abuse and disaster preparedness; and Public Service Announcement (PSA) that can be based upon any of the previously mentioned categories.
- ❖ Created and filmed solely by the contestants.
- ❖ Produced originally for this contest: Raw footage may be used in only one entry per category or risk disqualification.
- ❖ Labeled appropriately on the **disc** with the title, category and length.
- ❖ Required length, with credits, or be disqualified: 3-5 minute features and 30-second PSAs.
- ❖ Submitted in video format only; static PowerPoint presentations will not qualify.

IF SUBMITTING TWO (2) VIDEOS, EACH MUST BE:

- ❖ Entered in a different category.
- ❖ Focused on a different topic.
- ❖ Created from the raw footage original for each entry.

As the lead community partner, Tarrant County Public Health (TCPH) reserves the right to condense or combine categories or to shift videos between categories.

Once received, the submissions and their contents become the sole property of TCPH and may be used for any purpose and in any manner by TCPH. **Duplication of a part or of all of the video without expressed (i.e., written) permission is prohibited.**

MUSIC

According to the law, if you use more than 30 seconds of music, you and your adult sponsor **MUST** obtain all necessary releases and meet all legal requirements.

IF YOU WANT A CHANCE TO BE ON TV

- ❖ **Use original music.** Because TV stations must seek their own releases from artists, winners are more likely to be featured on TV if original music is used.
- ❖ Choose the **PSA** format and keep **strictly** to the **30-second** time restriction.

TECHNICAL ASSISTANCE

- ❖ **Editing assistance** is available free of charge. For more information, go to the Teen VideoFest website on www.tarrantcounty.com/ehealth.
- ❖ **A video camera** can be loaned for free for up to 2 weeks, please call TCPH to make arrangements.

CONTEST DEADLINES AND SUBMISSION INSTRUCTIONS

REGISTRATION

- ❖ **By 5:00p.m. on March 12 , 2010**, you **MUST** turn in the following, completed and signed:
 - ▶ **Registration Form** - Please keep a copy for your records.
 - ▶ **Consent Form** - Please keep a copy for your records.
- ❖ The forms must be **received** by 5p.m. either by fax (817-321-5338), mailed or dropped off at TCPH located at 1101 South Main Street, Fort Worth 76104, or emailed to: gkredeemer@tarrantcounty.com.
- ❖ **Once your forms are received, you will be given a schedule of in-services and instructions on how to submit your video(s).**

VIDEO SUBMISSION

- ❖ **By 5:00p.m. on April 9 , 2010**, you **MUST** turn in the following:
 - ▶ **Video(s)** to :1101 South Main Street, Fort Worth, TX 76104
 - ▶ **Talent Release Form** for **each actor** in the video must be completed, signed and submitted with the video. **Please keep a copy for your records.**
 - ▶ **Music Releases** obtained for the use of any copyrighted music **or** original music. **Please keep a copy for your records.**
- ❖ Fax, mail or drop off forms and releases.
- ❖ Tarrant County Public Health (TCPH) reserves the right to review releases at any time.

Failure to adhere to any contest rule may result in you or your team's exclusion from the contest or forfeiture of prizes and awards.

JUDGING

JUDGING STANDARD - Videos will be judged according to three elements:

Message Design – how well the issue is presented and the solution or response demonstrated.

Creative Elements – which include the quality of writing, originality, visual imagery and artistic use of medium.

Production Elements – camera work, lighting, audio, talent.

Three Rounds of Judging in each of the video categories (Chronic Health Issues, Mental Health Issues, Social Health Issues, and Public Service Announcement):

Round 1 – Preliminary, judged by adults from around Tarrant County who work with youth and have no affiliations with any contestant.

Round 2 - Semi-Final – by peers from outside of Tarrant County

Round 3 – Final, judged by a broad range of distinguished adult community leaders and previous Teen VideoFest winners with no affiliations with any contestant.

AWARDS

The highest-scoring videos in each category in the first round and then the second round progress toward the third round, to win **1st, 2nd and 3rd place** and two **Honorable Mentions** in each category.

- ❖ **Grand Prize** - Selected in the third round from the 1st place finalists in each category.
- ❖ **Best Junior Filmmaker Award** - Awarded to the highest placing Junior High School level contestants.
- ❖ **Creative and Production Merit Award** - Awarded to the video scoring the highest in the Creative and Production Elements in each category in each round, progressing to the final round.

All finalists and sponsors are asked to attend the Awards Night ceremony to receive their awards and prizes in person.

The venue and date will be announced at a later date.

PRIZES

All participants will receive certificates.

The **winning videos** will be broadcast on a streaming website.

THREE JUDGING ELEMENTS

Message Design Element (48%) evaluates purpose, design strategy and treatment:

❖ **Purpose:**

- ▶ Does the video succeed in relaying a relevant teen health or safety message?
- ▶ How powerful is the video's message in terms of influencing future adolescent decisions or behaviors?
- ▶ Does the video incorporate one or more of the designated development assets?

❖ **Design Strategy:**

- ▶ Does the video capture the attention of the teenage audience?
- ▶ How well does it define the problem or risks, discuss consequences and provide

solutions and resources, from a teen's perspective?

❖ **Treatment:**

- ▶ Is the treatment of the subject matter effective?
- ▶ Do the most critical messages stand out?
- ▶ Does the video encourage positive, prevention practices?

Creative Element (32%) evaluates writing, originality, visual imagery and artistic use of medium.

❖ **Writing:**

- ▶ Is the script clear and understandable?
- ▶ Is the language appropriate for the subject matter and intended teen audience?
- ▶ Is the information accurate and relevant?
- ▶ **Note:** *Use of inappropriate language may result in disqualification.*

❖ **Originality:**

- ▶ How original is the idea?
- ▶ How original is the delivery?
- ▶ How well does the video combine idea, script and setting to achieve purpose?

❖ **Visual Imagery:**

- ▶ How well does the visual presentation support the overall message?
- ▶ Are graphics effective and appropriate?

❖ **Artistic Use of Medium:**

- ▶ Did any of the following optional elements support the overall purpose of the video: Music selection, graphic design, set design, animation, special effects, lighting design, talent selection?
- ▶ Taking into account the target audience, how well do these elements add to the video's message and overall effectiveness?

Production Element (20%) evaluates camera work, lighting, audio quality and talent.

❖ **Camera work:**

- ▶ Were camera angles appropriate and non-distracting?

❖ **Lighting:**

- ▶ Did lighting contribute to the overall effectiveness?
- ▶ Was lighting appropriate and non-distracting?

❖ **Audio Quality:**

- ▶ Was there distortion? Could talent be heard and understood?
- ▶ Was there appropriate balance between level of music, narration and effects?
- ▶ If used, were sound effects or music effective and appropriate?

❖ **Talent:**

- ▶ Did actors' performances contribute to the video's effectiveness?
- ▶ Were they believable and realistic?