

The Reel School: Kentucky PSA 2008 Video Contest



D1 - Official Contest Rules

Who May Enter: K-12 students of any Kentucky school as a part of a school or district organization, club, or class. Entries must be submitted by a teacher/advisor or other adult school/district staff member, but must be entirely student work.

This year's Topic and format: Your entry should be a 60 second (or less) Public Service Announcement (“PSA”) addressing “School Safety” and/or “Bullying.” See the Students page for more detail.

Entry Submission: Your entry must be in the possession of the contest coordinators (*not* simply postmarked) by **Midnight, Thursday, February 1, 2008**, and must include:

- Your PSA. It must be submitted as a full quality/full frame (720 X 480 pixel) QuickTime, WMV, MPEG, AVI or DVD format video (we also accept VHS, but prefer digital), delivered on CD, DVD, or tape. Be sure to label your entry with the teacher contact name, school name, organization/student, and project title. ***Your entry will not be returned to you*** - save a copy for yourself!
- Completed entry form (on line through Registration).
- Signed participation contract.
- Video/Photograph release form signed by ***each person appearing in the video***, and his/her guardian if s/he is a minor.

Entries will NOT be accepted...

- ...directly from students,
- ...with any copyrighted material used without permission or acknowledgement,
- ...displaying non-student work,
- ...failing to meet the minimum technical requirements, or missing any paperwork,
- ... after midnight, Thursday, February 1st, 2008 (***no exceptions!***).

Winners: Submissions are grouped by grade: elementary (K-5), middle school (6-8), and high school (9-12). Entries compete only at their own grade level. Equivalent prizes are awarded to the winners in all three categories – there is no overall winner. The winning project must address this year’s subject and be an original work. Entries will be evaluated using the following scale:

- Creativity (20%)
- Content meets stated contest criteria (20%)
- Technical quality of the submission (20%)
- Persuasiveness (20%)
- Overall Presentation (20%) [See the contest Rubric for more detail]

Winning entries will be selected based on a two tiered screening process. The first tier screening will determine whether the video submission meets all entry requirements, and passes baseline

rubric scores. Videos passing this tier will be presented to the online judges for final scoring. Winning entries will be based on the average of scores awarded by a panel of judges using the provided rubric. The decisions of the judges are final in all respects. The winners will be announced sometime in late March or early April, 2007, with awards given in May at the statewide STLP Competition in Lexington, KY.

Submission Address: All completed entries should be mailed to
Jeffrey L. Jones
Fayette County Schools
701 East Main Street
Lexington, KY 40502.

The Fine Print

No substitution or transfer of prizes permitted. No cash will be awarded in lieu of specific awards. All prizes will be awarded to the school district on behalf of the class, group, or student producing the video entry. No prizes are awarded to individuals or students. In the event that a participating group cannot accept the prize, an alternate winner will be selected by the contest coordinators based on the judging criteria outlined in these official contest rules. The Reel School reserves the right to substitute prizes of equal or greater value in the event that the prize offered is not available. All prizes will be awarded.

Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions.

- By entering the contest and/or accepting a prize, the entrant grants permission to The Reel School, The Kentucky Center for School Safety, Office of the Student Technology Leadership Program (Kentucky Department of Education), or their authorized agents, to use the entrant's name and/or likeness, statements, quotes, testimonials, and, if applicable, the name of entrant's school and district name without further compensation to entrant.
- Entrants also grant The Reel School, The Kentucky Center for School Safety, Office of the Student Technology Leadership Program (Kentucky Department of Education), or their authorized agents, to use, reproduce, reprint, distribute, perform, and/or display, and exhibit, in any form or by any means, the entrant's project video without further compensation to entrant.
- The Reel School, The Kentucky Center for School Safety, Office of the Student Technology Leadership Program (Kentucky Department of Education), or their authorized agents, maintain the right to reproduce, reprint, distribute, perform, display, and exhibit the project for the purpose of promoting programs and technology to students, parents, and teachers on their websites, or at educational conferences/events.

By accepting prizes, winners agree to hold The Reel School, the Kentucky Center for School Safety, Office of the Student Technology Leadership Program (Kentucky Department of Education), and their respective directors, officers, employees, and assigns harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused, or claimed to be caused, from participation in this contest or use/redemption of any prize. Entrants agree to be bound by the official contest rules and the decisions of the judges.

The Reel School, the Kentucky Center for School Safety, Office of the Student Technology Leadership Program (Kentucky Department of Education), or their authorized agents, are not responsible for any typographical or other error in the printing of the offer, administration of the contest, or announcement of the prizes.