

TEEN VIDEOFEST 2019

Contest Rules and Guidelines

(Failure to adhere to any contest rule may result in disqualification from the contest or forfeiture of prizes and awards.)

PURPOSE:

Teen VideoFest gives 13-18 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 students of Tarrant County, 13-18 years old.
- Current school enrollment is required in a school district that includes any portion of Tarrant County, to include homeschools.
- Teens who are members of a community/faith-based/youth-serving organization (e.g., YMCA, Boys & Girls Club, church, etc.).

CONTESTANTS:

- Contestants may submit a total of two (2) entries as an individual, group, or both. Examples are below:
 - Example #1: A contestant submits a video that features his or herself.
 - Example #2: A contestant submits a video under his or her name only, but includes classmates in the video.
 - Example #3: A group submits a video that features one or more group members.
 - Example #4: An individual or group submits a video without people, such as: an animation, a collage of pictures or series of words.
- Each individual must have an adult sponsor who is affiliated with the school/organization that is sponsoring the individual (e.g., teacher, home-school co-op representative, youth pastor, community center director, etc.).

IF SUBMITTING TWO (2) VIDEOS:

- Contestants may submit up to a total of two (2) videos that must be in two (2) different categories (e.g., One video is submitted in the Depression category and the second video in the Underage Drinking category.)

VIDEOS MUST BE:

- Entered in one of the following categories with the possible topics mentioned in the "Stumped for Topic Ideas" handout: **Depression, Bullying, Sexually Transmitted Infections, and Underage Drinking.**
- Focused on **prevention or solution** to the clearly stated topic, while presenting the best options and providing helpful resource information including related statistics, wherever possible.
- **Written, filmed, and edited** solely by the contestant or group, for this contest.

- Between 30 seconds to 4 minutes with appropriate labeling (includes category, title and length of video) at the beginning of the video or be disqualified. Credits at the end of the video are optional.
- Submitted in the following **video formats only: mp3, mp4**. Static PowerPoint presentations will be disqualified.
- All videos must have the **TCPH ending slate**, prior to submission.
- ❖ TCPH reserves the right to condense or combine categories or to shift videos between categories.

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.** TV stations must seek their own releases from artists, winners are more likely to be featured on TV if original music is used.
- Keep **strictly** to the **30 seconds to 4 minutes** time restriction.

AWARDS AND PRIZES:

- Only individuals or groups who have submitted **completed Registration Form(s), Consent Form(s), and have a viewable video**, will be **eligible to win** awards and prizes.
- The top 5 finalists in each category will be revealed during April 2-5, 2019 on the TVF Facebook.
- Winners will be recognized on the Tarrant County Public Health's social media outlets (i.e., Facebook, YouTube Channel and Twitter).
- All contestants will receive a certificate and be recognized on Tarrant County Public Health's (TCPH) Teen VideoFest webpage and the Teen VideoFest Facebook page.

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 the video without expressed (i.e., written) permission is prohibited.

CONTEST DEADLINES AND SUBMISSION INSTRUCTIONS

REGISTRATION AND VIDEO SUBMISSION:

- **Forms and Video(s) must be received by 5:00 PM on Wednesday, February 27, 2019, at the location of packet pickup or delivered to TCPH located at 1101 South Main Street, Fort Worth, TX 76104.**
- You **MUST** turn in the following, completed and signed (keep a copy for your record):
 - **Registration Form** for all participants, even if participant is in a team
 - **Consent Form(s)** for all participants, even if participant is in a team
 - **Talent Release Form(s)** for each actor/actress and extra(s) in the video
 - **Video(s)** on the USB provided by Teen VideoFest
 - **Music Releases** obtained for the use of any copyrighted music or original music.
- TCPH reserves the right to review releases at any time.

JUDGING

FOUR ROUNDS OF JUDGING – in each of the video categories (Depression, Bullying, Sexually Transmitted Infections, and Underage Drinking):

- **Round 1** – Judging will be performed by Teen VideoFest Contest Administration.
- **Round 2** – Judging will be performed by Tarrant County Public Health subject matter experts.
- **Round 3** – Judging will be performed by a broad range of distinguished subject matter experts in the community to determine top 3 finalists in each category.
- **Round 4** – Grand Prize Winner judging will be performed by a highly recognized community stakeholder.
 - **The 1st place videos in each category will be judged to determine the Grand Prize Winner.**

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** – Including the quality of writing, originality, visual imagery, and artistic use of medium.
- **Production Elements** – Including camera work, lighting, audio, and talent.

THREE JUDGING ELEMENTS BREAKDOWN:

- **Message Design Element 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 teen 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 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 will 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 its 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 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?