

TEEN VIDEOFEST 2017

Contest Rules and Guidelines

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.
- Youth who are members of a community/faith-based/youth-serving organization (e.g., YMCA, Boys & Girls Club, church, etc.).

CONTESTANTS:

- Contestants may submit individual entries only, but may include multiple participants in the video if desired.
 - 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 contestant submits a video without people, such as animation, a collage of pictures or series of words.
- Contestants may submit only a total of two (2) videos that must be in two different categories (e.g., One video is submitted in the obesity category and one in the E-cigs/vaping category.)
- 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, THE VIDEOS MUST BE:

- Entered in a different category.
- Focused on a different topic (See "Stumped for Topic Ideas" handout)

VIDEOS MUST BE:

- Entered in one of following categories with the possible topics mentioned in the "Stumped for Topic Ideas" handout: **E-cigs/vaping, obesity, sexually transmitted diseases (STDs) and teen suicide.**
 - 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.
 - Created solely by the contestant.
 - Produced originally for this contest.
 - Between :30 - :60 seconds 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 not qualify.
- ❖ 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.** Because 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 - :60 seconds** time restriction.

AWARDS and PRIZES:

- Only those individuals who have submitted a completed Registration Form(s), Consent Form(s), and have a viewable video will be eligible to win awards and prizes.
- 1st, 2nd and 3rd Places in each category will be revealed during April 10 – 13, 2017. Each day winners in a different category will be announced, with the Grand Prize Winner being on Friday, April 14, 2017. **The time will be announced at a later date, so visit the TCPH website for more details.**
- The Grand Prize and 1st place winners will receive cash prizes.
- Winners will be recognized at the Tarrant County Commissioner's Court and 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.

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.

CONTEST DEADLINES AND SUBMISSION INSTRUCTIONS

REGISTRATION:

- **By 11:59 PM on Thursday, March 23 , 2017**, 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 11:59 PM either by fax (817-321-5323), mailed or delivered TCPH located at 1101 South Main Street, Fort Worth 76104, or emailed to: teenvideofest@tarrantcounty.com.**

VIDEO SUBMISSION:

- **By 11:59 PM on Sunday, March 26 , 2017**, you MUST turn in the following:
 - **Video(s)** to: teenvideofest@tarrantcounty.com.
 - **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.**
- **The forms must be received by 11:59 PM either by fax (817-321-5323), mailed or delivered TCPH located at 1101 South Main Street, Fort Worth 76104, or emailed to: teenvideofest@tarrantcounty.com.**
- TCPH reserves the right to review releases at any time.


Failure to adhere to any contest rule may result in disqualification 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** – Include the quality of writing, originality, visual imagery and artistic use of medium.
- **Production Elements** – Include camera work, lighting, audio, talent.

Five Rounds of Judging in each of the video categories (E-cigs/vaping, obesity, sexually transmitted diseases (STDs) and teen suicide):

- **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 adult community leaders to determine top 3 finalists in each category.
- **Round 4** – Judging will be based on votes obtained by Facebook “likes”  on each finalist’s video from Round 3 uploaded on the TCPH’s Facebook Page.
 - **The top 3 videos per category from Round 3 will posted on TCPH’s Facebook Page one category per day during National Public Health Week (April 3-7).**
 - **Voting will be open for 24 hours for each video.**
 - **This Round will determine 1st, 2nd, and 3rd Place per category.**
- **Round 5** – 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.**

THREE JUDGING ELEMENTS:

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 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 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?

(Round 4 only) Social Media Element evaluates the popularity of your video from Tarrant County Public Health's Facebook page followers.

- How many "likes"  did you get on your video.
- Other emoticons listed on Facebook are not a part of the evaluation.
- Video Followership will be evaluated.