



20th Annual Polk County Schools Video Contest

On May 1, 2012 we shall gather at Victory Assembly of God church behind the Lakeland Square Mall for the Polk County version of Academy Awards Night. The Video Awards Ceremony is a star-studded gala at which we honor the best in TV production from around our district. This multimedia extravaganza will include lavish praise, enthusiastic applause, childish shouts of glee, certificates, trophies, audience voting, and special electronic prizes. In accordance with the evening's importance, please honor yourself and your school by dressing as formally as possible.

Our ceremony has two sections. At 5 p.m. we shall honor all of our elementary schools, and at approximately 7 p.m. we shall celebrate the success of our middle schools and high schools. No one will be admitted into the church between 5:30 p.m. and the end of the elementary awards program.

All TV production teams and their teachers are encouraged to attend so we can celebrate our successes together and so that everyone can see what other schools are doing. Parents are also welcome, but students will be held responsible for their parents' behavior. Even administrators will be admitted.

Schools may enter videos in any or all of 10 categories but only one entrant per category per school is permitted.

Judging will be based on recognized television production standards as described in the *ITV Best Practices* document on the ITV website. This document, as well as copies of the specific scoring sheets that judges will use to evaluate videos, is posted in the Video Awards section of the ITV website (<http://www.polk-fl.net/itv>).

While technical merit (sound, lighting, editing, etc.) is very important, a strong emphasis will again be placed on creativity. One school may enjoy an equipment or facility advantage over another but people are creative, not equipment.

Honorees for television production students of the year should be leaders who are in good standing in all their classes. Students honored by their schools will be presented with medallions and certificates, and will assist in the distribution of category awards at the ceremony, as well as in the opening act.



Video entries must be received by the Instructional Television Manager at the Jim Miles office by 5 p.m., Friday, March 9, 2012.

The Video Awards Competition itself consists of 10 categories at all three levels.

Level A: Elementary Schools

Level B: Middle Schools

Level C: Senior Highs, Career Academies, & Technical Schools

Category 1: Best overall **daily** news show (as judged by 4 shows)--**limited to schools that produce a daily news show except in unusual circumstances. There must be no show content, including bloopers or credits, after the 8-minute mark)**

Category 2: Best commercial (30- to 60 seconds maximum)

Category 3: Best music video (5-minute maximum)

Category 4: Best male announcer/reporter (10 clips of the same male)

Category 5: Best female announcer/reporter (10 clips of the same female)

Category 6: Best announcing team (10 clips of the same two anchors)

Category 7: Best reporting/interviewing (10 clips; may be different reporters)

Category 8: Best documentary (10- minute maximum)

Category 9: Best academics promotion video (30- to 60-seconds maximum)

Category 10: Best short film (10-minute maximum)

The judges will identify those entries which meet a threshold of 70% of best practices for each category. This group of entries will be labeled as **Outstanding** and there is no limit as to number.

Outstanding entries will be recognized on the large screens at the Awards Ceremony by means of a still picture with accompanying graphics. Certificates will be awarded after the ceremony to all **Outstanding** entries.

The judges will also choose the **Best** entry from among this **Outstanding** group for special recognition at the Ceremony. Judges will seek to break ties by looking at technical merit scores and a special designation of *Judge's Award for Excellence* will be awarded to the runner-ups in all tiebreaking situations. TV production crews who produce a **Best** entry will come down to the stage at the Ceremony, with one spokesman allowed to step to the mic, except for category 6, Anchor Teams. Both anchors may speak. Those students who are not dressed for the occasion or who are chewing gum are asked not to speak. Inappropriate remarks may result in the revocation of an award. This is a VERY PUBLIC EVENT which gives our entire school system a chance to shine.

The ITV department adheres to specific guidelines for the use of copyrighted materials in any Video Awards entry. See the section on copyright later in these rules.

▣ **Category 1: Daily News Show**

This is the big daddy of all the categories since news shows are the focal point of school television production. In fact, the entire ITV program was started during the 1989-1990 school year specifically to provide schools with the equipment and the training to produce daily news shows and reduce comparably ineffective and often disruptive

intercom announcements. Videos entered in this category must include actual daily news shows which were broadcast *as is* over a school's closed-circuit television system during the current school year. Judging will be based on the creative motivational power of the show to get students to pay attention to the news (25%), on technical merit (25%), on use of graphics (25%), and on comprehensiveness (25%). **Do not** submit shows that are more than 8 minutes long. The 8-minute deadline includes credits and bloopers.

Schools should produce news shows every day of the week, although exceptions for special circumstances are allowed. Schools producing news shows four or fewer days per-week on a regular basis are not eligible to enter Category 1.

Comprehensiveness includes those elements of a news show that take it beyond the realm of two people sitting in front of a camera reading announcements, an undesirable technique referred to in the broadcast industry as the *talking head syndrome*. Such elements include video clips, feature segments, interviews, and reports.

Two of the shows submitted for category 1 are at the discretion of the school but two shows will be chosen by the ITV department between October 1 and February 28.

Each randomly-selected show needs to be submitted as a separate Quicktime movie on a USB flash drive supplied by ITV. The other two required shows need to be submitted as separate QuickTime Movies on the hard drive that ITV supplies for all Video Awards entries. Mark down the dates of the random shows you submit for your own records and make sure that the date appears on the screen somewhere in each show.

Label the random shows as Random Show 1 and Random Show 2. Label the other two shows submitted on March 9, 2012, as Show 3 and Show 4, with 3 being your best choice between the two.

▣ **Category 2: Commercial/Public Service Announcement**

Videos entered in this category should promote any school activity or worthwhile cause, including sporting events or teams, club functions, field days, yearbook purchases, library use, fund raising, and public service. Judging will be based on the motivational power of the commercial to get people to go to the event, use the service, buy the product, or follow the advice (25%), on how clear the sales message is (25%), on creativity (25%), and technical merit (25%). Commercials and PSAs should be a minimum of 30 seconds and a maximum of 60 seconds..

▣ **Category 3: Music Video**

Videos entered in this category should combine any style of music with a selection of video scenes smoothly edited together. Music videos need not tell a story or make a point, although many times having them do one or the other does make them more entertaining. Entries involving original songs performed by students often score higher if the singing or instrumentation is good. Judging will be based on creativity (40%), on the artistic match between music and video (30%) and on technical merit (30%). A great deal of latitude will be extended in judging technical merit since unusual lighting, special effects and offbeat camera angles are often the hallmark of popular music videos. Good taste is expected.

▣ **Category 4: Solo Male Announcer/Reporter (same guy; 10 clips)**

Entrants will be judged on the basis of eye contact (25%), enthusiasm/personality (25%), versatility (25%), and voice inflection and clarity (25%). A sense of humor can be a positive attribute for any announcer but beware of distracting silliness. Showing your nominee in a variety of settings is strongly encouraged because doing so demonstrates versatility, a strength for any announcer. Clips should be approximately 1-2 minutes each. Please edit out sections of the clips where others are talking or where the announcer is not on the screen. Arrange the clips in order, with clip 1 providing the strongest evidence of the announcer's skills.

▣ **Category 5: Solo Female Announcer/Reporter (same girl; 10 clips)**

Entrants will be judged on the basis of eye contact (25%), enthusiasm/personality (25%), versatility (25%) and voice inflection and clarity (25%). A sense of humor can be a positive attribute for any announcer but beware of distracting silliness. Showing your nominee in a variety of settings is strongly encouraged because doing so demonstrates versatility, a strength for any announcer. Clips should be approximately 1-2 minutes each. Please edit out sections of the clips where others are talking or where the announcer is not on the screen. Arrange the clips in order, with clip 1 providing the strongest evidence of the announcer's skills.

▣ **Category 6: Announcing Team (same two anchors; 10 clips)**

Entrants will be judged on the basis of eye contact (20%), voice inflection and clarity (20%), enthusiasm/personality (20%), and team interaction (40%). The key in this category is a natural, unforced interaction between the anchors. Clips should be approximately 1-2 minutes each. Arrange the clips in order, with clip 1 providing the strongest evidence of the announcer's skills.

▣ **Category 7: Reporting & Interviewing (10 clips)**

Entrants will be judged on the basis of script smoothness & preparation (25%), natural sound and B-roll (25%), reporter's voice inflection and clarity (25%), and importance and variety of topics (25%). At least five of the entries should feature a reporter on camera, although that reporter need not be the same person in every case. Submit no clip longer than five minutes. Arrange the clips in order, with clip 1 providing the highest quality of reporting.

▣ **Category 8: Documentary (10 min. max;)**

Entrants will be judged on the basis of comprehensiveness (25%), clarity and organization (25%), importance of topic (25%), and technical merit (25%). Documentaries include videos that deal with sports seasons, programs, people, places, and issues. Traditionally, documentaries that deal with larger social issues and topics outside the school setting seem to have a better chance of winning if they are produced well.

▣ **Category 9: Academics Promotional Video (30- to 60-seconds max;)**

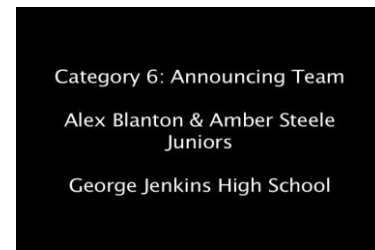
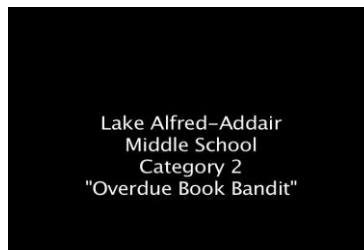
Videos entered in this category should promote academics. Reading entries may focus on authors, books or book series, fiction or non-fiction, the importance or value of reading in everyday life, or on reading literacy in general. Math entries could focus on influential mathematicians, specific branches of mathematics, the use or value of math in everyday life, or mathematical literacy in general. Science entries could focus on influential scientists, careers in science, or the use of science in everyday living. Social studies entries could promote awareness of events, issues or people in history or politics. Schools may promote any academic area but may not use this category to promote clubs, sports, or extracurricular activities that do not have a direct connection with academics. Judging will be based on the motivational power of the video to get people to improve their current use of reading, math, science, social studies, etc. (50%), on creativity (25%), and on technical merit (25%).

▣ **Category 10: Short Film (10-minute max)**

Short films may be original productions or spoofs of TV shows or films. Entrants will be judged on the basis of script/continuity (25%), acting (25%), entertainment value (25%) and technical merit (25%). Make sure that all dialogue is clearly heard and be realistic about limited human attention spans. Also remember that these short films are being produced for a school audience. Some topics and scenes (two students in bed partially nude, for instance, or one student shooting another) are not appropriate for school viewing. Entries in this category may be comedies, dramas, computer animations, and non-computer animations.

General Contest Rules

- Each of the two randomly selected news shows must be submitted as a QuickTime movie on a USB flash drive supplied by ITV. All other entries must be submitted as separate QuickTime movies on a portable hard drive also supplied by ITV. If a category involves more than one clip, put all the clips in the same QuickTime movie, but use graphics between clips to separate them (Clip one:, Clip two:, etc.). Put no more than 5 seconds of black between clips. **In category 1 (Daily News Show) shows 3 and 4 must be separate QuickTime movies because each goes to different judges.**
- Using computer graphics, approximately 5 seconds before each video entry begins, identify the title, the category, and the school. In category one, identify the date the news show aired. Every video entered in categories 2, 3, 8, 9 and 10 must have a title. In categories 4, 5 & 6, instead of a title, identify the anchors' names and their grade level. **Put any credits at the end rather than the beginning of your entry.**



- Only school board personnel, currently enrolled students, and school board equipment may be used in the production of all videos. Home video and computer equipment is also acceptable but professional recording or editing facilities or equipment may not be used.
- All videos must have been produced after March 11, 2011. News Shows entered in Category 1 must have aired *as is* during the 2011-2012 school year. **Do not alter a news show after airing it to make it look better for the contest.**

Copyright Guidelines

Written permission from copyright holders is required for entries that include copyrighted songs or videos. See below for news industry and Fair Use exceptions. The online entry submission form includes a place for attaching permission documentation. That form also includes a place to indicate that an entry has no copyrighted content. Please remember that entries cannot not be accepted without this documentation.

Here is a link to a source that can help you locate where to apply for permission to use a copyrighted song: <http://www.ascap.com/ace/search.cfm>. Enter the name of the song in the search bar and contact information should appear for that song. When you do make contact, ITV recommends using every communication avenue possible, including telephone calls, e-mails, faxes, and US Mail. Keep written records of your attempts and continue to contact them until you have received a written reply. ITV also recommends that students and their parents get involved in the effort to acquire permission.

Spell out the details of how you will be using the song for a school project, that you are part of a non-profit public school system, and that you teaching students how to edit, write and plan a video production. Attaching a storyboard might help. Indicate that this video is being entered in a local contest that broadcasts winning entries on the Internet and on the local government television channels.

The best way to avoid the challenge of applying for written copyright permission is to use one of two programs available to all ITV students: Garage Band and Soundtrack Pro. Students can use either program to create their own music. Several times in our history a school won the Best Music Video honor with an original creation. Judges usually award more points in the creativity column if a work is original because original productions constitute the highest form of creativity. Student bands and music groups can also write and perform their own music.

Creating original digital content is an important 21st century skill. ISTE (International Society for Technology in Education) also identifies the importance of teaching students respect for the creative property of others.

Pictures downloaded from the Internet used in news show entries, the documentary category, and the anchors and reporting categories do not need this written permission because of standard news industry practices. They will still need to be cited while they are on the screen with a lower third that says “photo courtesy of...” ITV is adhering to long-established industry news gathering practices by requiring only citations indicating where the picture was found. Schools will, however, need written permission for any copyrighted pictures used for all other categories. ITV encourages students and teachers to take their own pictures or create their own drawings where possible.

Please contact ITV Manager David Yates if you need further clarification on the use of copyrighted material.



2012
ITV Student of
the Year

The Television Production Student of the Year application will be submitted entirely online. Go to the following link under Video Awards Headquarters on the ITV website (www.formspring.com/forms/itv-soty2012). Note that the form requires you to also submit a digital picture of your student in the .jpg, .gif, or .bmp format. This picture should be taken or scanned at nothing smaller than 1024 X 768 resolution so that the picture appears in high quality in our program.

In the space provided in the online form, write a letter of recommendation indicating why this student is your school's choice for the student of the year honor. Excerpts from this letter will be included in the program.

The online form is due 5 p.m. Monday, February 27, 2012.

It is very important that your honoree be at the ceremony. Please confirm the May 1, 2012 ceremony date with parents, who are, of course, also strongly encouraged to attend. We ask that you not choose a student who cannot participate in the ceremony.

By a vote of all ITV teachers, there will be no county overall student of the year winners this year.