



**18th Annual
Polk County
Schools
Video Contest**
"Get Smart"

On April 20, 2010 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 Night 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.

For the first time in our history, we are splitting our ceremony into two sections. At 5 p.m. we shall honor all of our elementary schools and at 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.

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.

Trophies, digital camcorders and Apple iPods will be presented to the top TV production student at the elementary, middle and senior high levels. Nominees should be leaders who are in good standing in all their classes. Students nominated 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. **The TV Student of the Year nomination form is online in the Video Awards section of the ITV website. It is**

due along with letters of recommendation and a high-quality, close-up digital photograph in the ITV office Monday, February 22, 2010.



All video entries must be received by the Instructional Television Manager at the district office by 5 p.m., Friday, March 5, 2010.

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** morning announcements show (as judged by 5 shows)--**limited to schools which do their announcements on TV every day except in unusual circumstances (there must be no show content, including bloopers or credits, of any kind after the 8-minute mark)**

Category 2: Best commercial promoting any school activity (60 seconds length)

Category 3: Best music video (5 min. 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 2 anchors)

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

Category 8: Best documentary (15 min. max.)

Category 9: Best school promotion video (8 min. maximum)

Category 10: Best short film (no maximum time but be aware of attention spans!)

In each category, the judges, all of whom reside outside Polk, will identify those entries which meet a threshold of 70% of best practices for that 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 school 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. 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.



Category 1: Morning Announcements 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 intercom announcements. Awards will include certificates and trophies for all *Outstanding* winners, and certificates, trophies and electronics for the **Best** news shows.

Videos entered in this category must include actual morning announcements 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. Producing news shows only four or fewer days on a regular basis is not permitted.

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, reports, and music.

Two of the shows submitted for category 1 are at the discretion of the school but three shows will be chosen by the ITV department during the school year. Random dates will be selected and announced within one week's time of the date. Schools who wish to enter this category should keep a copy of all news shows for at least one week.

Each random show needs to be submitted as a separate mini DV tape supplied by ITV. The other two required shows need be submitted as separate QuickTime Movies on the hard drive that ITV supplies for all Video Awards entries. Be sure that your random shows are not also submitted as one of the other two entries and always include the date. Mark down the dates of the random shows you submit for your own records.

Label the random shows as Random Show 1, Random Show 2, and Random Show 3. Label the other two shows as Show 4 and Show 5, with 4 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, club functions, field days, yearbook purchases, library use, fund raising, etc. 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 your sales message is (25%), on how creative you are (25%), and how technically smooth your taping and editing are (25%). The maximum length for any commercial or PSA is 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 desirable because it demonstrates versatility, a strength for any announcer. Clips should be approximately 1-2 minutes each.

 **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 desirable because it showcases versatility, a strength for any announcer. Clips should be approximately 1-2 minutes each.

 **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.

 **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.

 **Category 8: Documentary (15 min. max; 7-10 minutes preferred)**

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. Avoid submitting documentaries longer than 7-10 minutes unless the topic is so compelling that the interest of average viewers does not wane.

 **Category 9: School Promotion Video (8 min. maximum)**

Entrants will be judged on the basis of technical merit (25%), creativity (25%), comprehensiveness (25%), and enthusiastic promotion of your school (25%). Videos entered in this category will be added by the district office to each school's website with the purpose of promoting that school's climate, successes, programs, clubs, students, and staff.

Category 10: Short Film

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, although there is no specific time limit, be realistic about limited human attention spans. Also remember that these short films are being produced in a school environment and 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, or non-computer animations.

GENERAL CONTEST RULES

☒ Each random selected news show must be submitted on a separate mini DV tape supplied by ITV. All other entries must be submitted as separate QuickTime movies. 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. **Remember that in category 1 (daily news show) shows 4 & 5 must be separate QuickTime movies.**

☒ Using computer graphics, identify in the video itself, approximately 5 seconds before the video begins, 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 in school. **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 editing facilities or equipment may not be used.

☒ Copyrighted music and the use of scenes from prerecorded tapes are permissible but the use of such copyrighted material **must be acknowledged in a graphic while a prerecorded video clip is playing** ("footage provided by Universal Studios", for example). If copyrighted music is involved, the artist and recording label must be acknowledged in the credits. **Schools are strongly encouraged to produce their own music** with school choruses and orchestras, local bands, or with music creation programs like Soundtrack and Garage Band.

☒ All videos must have been produced after March 6, 2009. News Shows entered in Category 1 must have aired *as is* during the 2009-2010 school year. **Do not alter a news show after airing it to make it look better for the contest.**



2010 ITV Student of the Year

The Television Production Student of the Year application will be submitted online. Go to the following link under Video Awards Headquarters on the ITV website (www.formspring.com/forms/itv-soty). 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.

On a separate sheet, write a letter of recommendation indicating why this student should be the elementary, middle, or senior high TV production student of the year. Above all else, the judges will be looking for student role models who have demonstrated leadership skills in addition to expertise in TV production. Include relevant information from prior school years, as well as letters of recommendation from teachers and other witnesses to the student's leadership, including fellow students, church and community leaders, employers, etc.

The online form, the picture, and the portfolio of recommendation letters are due in the ITV office Monday, February 22, 2010. It is very important that your nominee be at the ceremony since nominees open the envelopes and announce the category winners. Please confirm that date with parents, who are, of course, also strongly encouraged to attend. We ask that you not nominate a student who cannot participate in the ceremony.