

## **RULES AND GUIDELINES**

### **THEME:**

#### **Choose one**

1. "To Jaywalk or Not to Jaywalk – That is the Question"
2. "Rise Above and Be Courteous - Don't Text, Talk and Walk!!"

The contest will begin on Friday, March 18, 2016.

Videos must be submitted by Friday, April 29, 2016 no later than 4pm.

**Requirement:** The videos submitted for this theme should feature middle school students demonstrating the dangers and consequences of jaywalking or texting while walking.

- Have fun with different settings and scenarios! You can walk into all sorts of dangerous situations (e.g. traffic, poles, ditches, fountains, lockers, other people, etc)
- The overall message of your video should be: Jaywalking is a dangerous business or Texting/Talking while walking can have serious consequences. You have to pay attention to stay safe.

The top videos from the spring 2016 contest will be featured at the Video Contest Premiere during the Chagrin Falls Documentary Film Festival in fall 2016 and will also be shown at a Chagrin Falls Village Council meeting and a South Russell Village Council meeting. The videos may also be shown during morning announcements at the middle school.

The winning video will be selected by your peers during lunch periods on Wednesday, May 4, 2016 which is also Walk & Bike to School Day. Video teams may want to promote their movie by dressing the part and/or decorating their bikes for Bike to School Day.

### **GREAT PRIZES!**

- **GRAND PRIZE:** Each member of the video production team (up to 4 students) will receive lunch at Burntwood Tavern with a teacher of their choice and Starbucks gift cards.
- **RUNNER UP:** Each member of the video production team (up to 4 students) will receive a candy filled basket and gift cards to Step-In.
- Plus winning videos will premiere at the Chagrin Documentary Film Festival

## **WHAT ARE THE JUDGES LOOKING FOR?**

Each video will be judged on:

1. Content (50%): Does it follow the theme and is it persuasive?
2. Creativity (25%): Does it hold our interest?
3. Video Production (25%): Can we see and hear it clearly?

## **WHAT ARE THE VIDEO REQUIREMENTS?**

Videos must be:

1. 1 minute to 5 minutes in length
2. MP4, MOV, AVI or WMV format

## **WHAT MUSIC CAN I USE?**

Your video cannot contain any music that you do not own or have permission to use. See the section “Trademark and Copyright Frequently Asked Questions (FAQ)” later in this document.

## **WHO CAN ENTER?**

- Any individual middle school student at Chagrin Falls Middle School
- A group of up to 4 Chagrin Falls Middle School students

While there are no limitations on the number of people who can work on the development of a video, a maximum of four (4) will be eligible for prizes.

## **HOW DO I ENTER?**

Go to: <http://saferouteschagrin.com/education/video-contest/>

1. Be sure to read all the rules
2. Download and complete the Entry Form and all necessary Release Forms
3. Submit entry form and all release forms with your movie on a DVD to CFMS office, or upload them online to: \_\_\_\_\_

*All videos are due by 4pm on Friday, April 29, 2016*

## **WHAT ARE THE RULES?**

Do's:

1. Do submit a 1 to 5 minute video in MP4, MOV, AVI or WMV format
2. Do complete one Entry Form per video and all necessary Release Forms (available online at <http://saferouteschagrin.com/education/video-contest/>)
3. Do list members of the video production team in a “Credits” section at the end of the video. Image(s) of the filmmakers also add interest.
4. Do ask permission to film in private locations.
5. Do ask permission to film individuals and be sure to have them fill out a Release Form.
6. Do cover the theme clearly, concisely and responsibly.

7. Do make sure your voices can be heard clearly.
8. Do be creative. Being funny is good too!
9. Do have fun!

#### Don'ts

1. Don't include matter that is subject to copyright in the video, except where it can be demonstrated to comply with applicable laws. This includes music created and owned by others. (See accompanying section "What types of music can I use?" for more information.)
2. Don't include children under 18 in the video unless they have completed a Release Form.
3. Don't film private property unless you receive permission from the property owner(s).
4. Do not place any member of the production team, or any member of the public, in imminent danger while making the video. (Holding a camera while walking is not all that different than texting while walking...be aware of your surroundings and your safety!)
5. Do not include any obscene or indecent matter in the video.
6. Do not include libelous or slanderous matter in the video.

***Videos that incorporate any of the "Don'ts" are automatically disqualified. The school principal at Chagrin Falls Middle School and Safe Routes Chagrin President reserve the right to determine if the rules and guidelines are followed.***

#### VIDEO PRODUCTION TIPS & SUGGESTIONS

##### **Choose a genre**

The genres of videos you can film are endless – there are many different ways to send your message. Pick a genre and go with it.

Here are some options:

1. Action & Adventure
2. Comedy
3. Drama
4. Animation
5. Mystery/Thrillers
6. Documentary
7. Musical

##### **Tips when shooting a video:**

1. Allow an extra couple of seconds before and after your footage clips. This ensures speech does not begin or end too abruptly. If too long, it can be trimmed in editing.
2. Keep the light between you and the actors. Don't shoot from a bright area indoors. Never shoot into a bright sky or from a window outside (unless you are very near the glass).

3. If your camera has an input jack, a microphone will do a better job of picking up sound than the microphone on the camera (or phone).
4. Varied shots add drama. For example, a high shot (looking down) followed by a low shot (looking up) can add interest. A tight shot often adds sincerity or interest.

## **TRADEMARK AND COPYRIGHT FREQUENTLY ASKED QUESTIONS (FAQ)**

### **What does Copyright mean?**

It means the right to copy. Only the owner or creator of the work is allowed to produce or reproduce the work or permit anyone else to do so. Copyright is restricted to the expression of an idea, such as a video, but it does not extend to the idea itself.

Copyright includes such things as: books, pamphlets, magazine articles, posters, poems, films, videos, plays, screenplays, scripts, music only, words and music, paintings, drawings, maps, photographs, and sculptures.

Not covered by copyright are such things as: names or slogans, short phrases and most titles, such as song titles, and factual information. However, some may be covered by trademark, such as an Indians t-shirt or logo.

### **What is a Trademark?**

Trademarks are used to identify the difference between products of one person or company from those of another. You cannot use things like slogans, names of products, distinctive packages or unique product shapes, such as the Nike symbol, or a t-shirt or cap with the symbol on it, a 7-Eleven sign in the background, a cigarette package showing a brand name, a Cleveland Indians t-shirt, a specific car make or model, or a government sign about selling tobacco to minors, that you see in stores.

### **What types of music can I use?**

1. Original music, lyrics or score, created by you.
2. Generic music that is included as part of your video production software.
3. Music from a composer or writer with approval, including by email.
4. Creative commons music: In the video where you have reused the licensed work, you want to clearly state the title, author's name and that the work is "used under Creative Commons Attribution - Non-Commercial 3.0 license."
5. The use of downloaded music from and online music store such as iTunes is NOT allowed.

Keep in mind that you might like the words to a song and want to use them, using a different tune, but that is NOT allowed. Or you might want to use the melody of a song and put your own music to it, but that is also NOT allowed.

### **What pictures can I use?**

1. Original photos taken by you are okay, provided they do not contain trademarked or copyrighted material that you would need permission to use. Also, you need consent from the people in your photos. Using a photo taken by someone else also requires permission from the photographer, as well as any trademarked or copyrighted product permission.
2. Purchased for free photos from a stock house or graphic house can be used. For more information, go to Google and search for "free stock photos".
3. Pictures in print publications, like those in a magazine or on a poster, require permission from the originator, because they are copyrighted. For example, using pictures from magazines (e.g. Newsweek) is not allowed as those pictures are copyrighted and were purchased to use just in that magazine. Using a poster or sign produced by a company or government is NOT allowed, unless you obtain permission from the originator.

### **What is public domain?**

A public domain work is a creative work not protected by copyright and which may be freely used by everyone. This is because:

1. The term of copyright for the work has expired
2. It is something produced by the government

In the case of government materials, it is still best to check with the originator. Material available on the Internet is NOT considered to be in the public domain. Facts from the Internet can be used, but pictures, music, etc., are restricted.

### **What is the Release Form?**

This form is necessary to allow Safe Routes Chagrin, the Chagrin Falls Middle School and the Chagrin Documentary Film Festival to obtain the rights to the use of the video for other purposes, such as producing a compilation video of the winning entries.

### **Do I need to fill out a Release Form and who should sign it?**

A completed Release Form is required for:

1. Each student under 18 who is involved in the production of the submitted video
2. Other children under 18 who appear in the submitted video.

A parent signature is required on all Release Forms.

### **When I get the Release Form signed, am I signing away my right to own the video?**

Yes, Safe Routes Chagrin, the Chagrin Falls Middle School and the Chagrin Documentary Film Festival will then own the copyright and can use the video in any manner whatsoever. However, you can use it for a resume or personal use, but NOT commercial use.