

2019 Georgia FBLA Membership Recruitment Video Contest

Guidelines

Chapters are encouraged to create a membership recruitment video. The target audience for this video is middle and high school students. This contest will take place this year in conjunction with the Georgia FBLA Fall Motivational Rally and FBLA Day at the Georgia National Fair. Chapters not participating in the Fall Motivational Rally are not eligible to participate.

Each chapter may enter one (1) entry consisting of an promotional video, based on an individual, team, or chapter design. The video must be created and prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the guidelines of the video contest are followed, the content is correct and the presentation is appropriate.

Videos should avoid anything that is chapter, region or state specific. The goal is encourage fellow students to join and get involved in their local FBLA chapter. Specific FBLA themes like "Follow Your Vision" or "A World of Opportunity" should not be referenced so that it can apply to multiple situations and years. If a video does not comply with these guidelines and/or makes reference to a specific local chapter, region, or area it will be disqualified.

All entries must be submitted online by Thursday, October 10. Once submitted, the entries become the property of Georgia FBLA and the member and chapter relinquish all rights for sale, use, and distribution of the video by Georgia FBLA. These materials may be used for publication, distribution, and/or reproduction for sale by the Georgia FBLA.

Copyright Guidelines

Computer-generated type and public domain computer clip-art may be used. All entries must be the original work of the entrant. If copyrighted material is used, separate written permission must be included. Failure to follow this procedure results in disqualification.

If music is used in the video, only royalty-free music may be used. It still must be documented that the music is royalty-free. Only public domain photographs/video or photographs/video owned by the chapter may be used in the video.

It is the policy of Georgia FBLA to comply with state and federal copyright laws. Please refer to the FBLA-PBL Format Guide as a reference on copyright information. All copyright information must be included on a separate document with the entry.

Required Elements of the Video:

Participants will develop an educational video about ethical decision making using the software and/or technology of their choice. The presentation may include elements such as graphics, pictures, music, voiceover, sound, and text.

- Videos should be no longer than three (3) minutes in length. Five (5) points will be deducted for any presentation over 3 minutes
- The video should be appropriate for middle and high school students
- Entries may be created in any video editing program, but must play on any Windows-based computer. You must upload the video to an online video player (e.g., YouTube, SchoolTube, etc.)
- The production may use any method to capture or create moving images.
- Members are expected to follow all applicable copyright laws and may be disqualified if items are not documented.

Submission Guidelines

A written copyright statement affirming that all music, graphics, and images are property of the chapter, royalty free, or public domain must be included for all items that do not meet these rules of ownership and usage.

Videos should be submitted online using YouTube, SchoolTube, Vimeo, or another online video player. You will need to submit a URL address on the online entry form (<https://georgiafbla.wufoo.com/forms/rally-video-contest/>). Entries should be marked for public viewing. Rather than submitting hard copies of your items, your video must be submitted by the online submission form (<https://georgiafbla.wufoo.com/forms/rally-video-contest/>) no later than 5:00 pm on Thursday, October 10. Entries will not be accepted after this time. The entries will become the property of Georgia FBLA and may be showcased throughout the year.

Judging and Prizes

Videos will be judged by a panel of judges based on the criteria listed on the rating sheet following the Fall Motivational Rally. All decisions of the judges are final. This will determine the top 5 finalists in each division. Once the finalists are determined, the finalist entries will be posted to Facebook for our members, advisers, and supporters to vote on. The final scores will consist of 75% prejudged score and 25% Facebook vote. Winners will be announced at the Fall Leadership Conference.

Prizes will be awarded to the top three entries in the high school division and the top two entries in the middle level division. All prizes will be awarded to the local chapter at the Fall Leadership Conference.

FBLA Chapters

- 1st Place: \$100 in Georgia FBLA Bucks
- 2nd Place: \$50 in Georgia FBLA Bucks
- 3rd Place: \$25 in Georgia FBLA Bucks

FBLA-ML Chapters

- 1st Place: \$50 in Georgia FBLA Bucks
- 2nd Place: \$25 in Georgia FBLA Bucks

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School: _____ Region: _____

Membership Recruitment Video Contest Rating Sheet	Possible Points	Points Earned
Follows Directions		
<ol style="list-style-type: none"> 1. Video is no longer than 3 minutes and submitted online by 5:00 pm on October 10 2. Video is promotional in nature and targets middle and high school students 3. Copyright information sheet is included and all copyright guidelines are followed <p><i>Videos will be disqualified if they do not follow directions, copy an existing design, or reference a specific FBLA chapter, community, region, or area.</i></p>	10	
Usability of Video		
<p><i>Items effectively meet goals of the project</i></p> <p><i>Items address appropriate audience and shows good grasp of the concept elements included in items are suitable and appropriate</i></p> <p><i>Presentation is clear and concise; proper use of grammar, spelling, punctuation, etc.</i></p>	30	
Design and Technical Features of Video		
<p><i>Presentation includes an effective opening, body, and conclusion</i></p> <p><i>Transitions are effective and appealing</i></p> <p><i>Audio and visual elements coordinated and complementary</i></p> <p><i>Audio Editing (Good quality, appropriate volume)</i></p> <p><i>Proper Use of Video Technology (uses multiple camera angles, is smooth and steady, is in focus)</i></p> <p><i>Titles and graphics enhance overall quality or presentation</i></p> <p><i>Presentation effective at motivating audience to action</i></p> <p><i>Appropriate use of innovative technology</i></p>	35	
Overall Effort		
<p><i>Comprehensive approach to the project</i></p> <p><i>Information effectively synthesized</i></p> <p><i>Effective use of technology for the task</i></p> <p><i>Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea</i></p>	25	
Final Score		
	100 max	

Judge's Signature: _____ Date: _____

Judge's Comments: