

# TEEN VIDEOFEST 2021

## Contest Rules and Guidelines

(Failure to adhere to any contest rule may result in disqualification from the contest or forfeiture of prizes and awards.)

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

### CONTESTANTS:

- Contestants may submit a total of two (2) entries as an individual, group, or both. Examples are below:
  - 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 group submits a video that features one or more group members.
  - Example #4: An individual or group submits a video without people, such as: an animation, a collage of pictures or series of words.
- 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:

- Contestants may submit up to a total of two (2) videos that must be in two (2) different categories (e.g., One video is submitted in the Racial Justice category and the second video in the COVID-19 and Mental Health category.)

### VIDEOS MUST BE:

- Entered in one of the following categories: **COVID-19 & Mental Health, COVID-19 Prevention, Racial Justice, and Violence Prevention.**
- 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.
- **Written, filmed, and edited** solely by the contestant or group, for this contest.
- Between 30 seconds to 4 minutes 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 be disqualified.
- All videos must have the **TCPH ending slate**, prior to submission.
- ❖ 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.** 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 seconds to 4 minutes** time restriction.

### **AWARDS AND PRIZES:**

- Only individuals or groups who have submitted **completed Registration Form(s), Consent Form(s), and have a viewable video**, will be **eligible to win** awards and prizes.
- The top 5 finalists in each category will be revealed during Public Health Month on the TVF Facebook.
- Winners will be announced during The Teen VideoFest Facebook Awards Ceremony.
- All winners will be recognized on the 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 and the Teen VideoFest Facebook page.

**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 the video without expressed (i.e., written) permission is prohibited.**

## **CONTEST DEADLINES AND SUBMISSION INSTRUCTIONS**

### **REGISTRATION AND VIDEO SUBMISSION:**

- **Forms and Video(s) must be received by 5:00 PM on Monday, March 1, 2021, at TCPH located at 1101 South Main Street, Fort Worth, TX 76104.**
- You **MUST** turn in the following, completed and signed (keep a copy for your record):
  - **Registration Form** for all participants, even if participant is in a team
  - **Consent Form(s)** for all participants, even if participant is in a team
  - **Talent Release Form(s)** for each actor/actress and extra(s) in the video
  - **Video(s)** on the USB provided by Teen VideoFest or from your own USB
  - **Music Releases** obtained for the use of any copyrighted music or original music.
- TCPH reserves the right to review releases at any time.

# JUDGING

## **FOUR ROUNDS OF JUDGING – in each of the video categories (Human Trafficking, Mental Health, Vaping, and Consequences of Sex):**

- **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 subject matter experts in the community to determine top 3 finalists in each category.
- **Round 4** – Grand Prize Winner judging will be performed by a highly recognized community stakeholder.
  - **The 1<sup>st</sup> place videos in each category will be judged to determine the Grand Prize Winner.**

## **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** – Including the quality of writing, originality, visual imagery, and artistic use of medium.
- **Production Elements** – Including camera work, lighting, audio, and talent.

## **THREE JUDGING ELEMENTS BREAKDOWN:**

- **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 of 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 will 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 its 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?