

## **Fairbanks 2014 Arctic Winter Games Host Society Video Contest**

**Fairbanks 2014 Arctic Winter Games Host Society** is seeking to produce two videos created by Fairbanks North Star Borough School District (FNSBSD) students. The purpose of the video contest is to involve secondary students in a real world project that will promote the 2014 Arctic Winter Games and create awareness and excitement among students and the community. The videos must be the artist's response to one of the following prompts:

- 1. *Get Your Game On! Fairbanks 2014 Arctic Winter Games***
- 2. *'Raven' About 2014 Arctic Winter Games in Fairbanks***
- 3. *Great Spirit, Northern Dreams International 2014 Arctic Winter Games***

### **Who is Eligible?**

#### **FNSBSD students who are in grades 7-12**

Two winning videos will be selected; one from students in grades 7, 8 and one from students in grades 9-12. Winning videos will be selected based on 20% voting through the Fairbanks 2014 Arctic Winter Games YouTube channel ([www.youtube.com/arcticwintergames14](http://www.youtube.com/arcticwintergames14)) and 80% from a committee of community members who will judge submitted videos. Winning videos will be displayed on the 2014 Arctic Winter Games website ([www.awg2014.org](http://www.awg2014.org)), FNSBSD TV channel, FNSBSD schools, and other media outlets, like Facebook, YouTube, and Twitter, as appropriate.

**Prizes will include: \$100 First Place, \$75 Second Place, and \$50 Third Place for Grades 9-12 Videos**

**\$100 First Place, \$75 Second Place, and \$50 Third Place for Grades 7, 8 Videos**

**Criteria:** Length: One (1) minute  
***See Rules and Guidelines and Judging Rubric below***

**Deadline:** 5pm, January 28, 2014

**\*\*For any questions, please e-mail School Programs at [schoolprograms@awg2014.org](mailto:schoolprograms@awg2014.org).\*\***

## Fairbanks 2014 Arctic Winter Games Host Society Video Contest

### Rules and Guidelines

1. All entries must be a digital video.
2. Each entry must be in response to one of three prompts:  
***Get Your Game On! Fairbanks 2014 Arctic Winter Games***  
***'Raven' About 2014 Arctic Winter Games in Fairbanks***  
***Great Spirit, Northern Dreams International 2014 Arctic Winter Games***
3. The length of the video should not exceed 60 seconds (one minute), not including the 10 second title screen (see below).
4. All entries should begin with a 10 second full-screen "title screen" that includes the following information:
  1. Lead Producer's name
  2. School name/Grade
  3. Title of video
  4. Email
  5. Phone
5. Each video must have one Lead Producer. While several students may work together on the project, it must be submitted under only one name. Any prizes will be awarded to the named Lead Producer only.
6. Participants can choose to divide the prize on their own terms if they wish.
7. There is no entry fee.
8. **Entries may be submitted beginning *November 18, 2013*. Entries may be uploaded electronically to <http://awg2014.org/media-page/video-contest> or a copy on a thumb drive may be mailed to:**  
**Fairbanks 2014 Arctic Winter Games Host Society**  
**Attn: School Programs Video Contest**  
**P.O. Box 71730**  
**Fairbanks, AK 99707**  
The deadline for submissions is 5:00 pm on Tuesday, January 28, 2014. Winners will be announced no later than Thursday, February 7, 2014.
9. All entries must be submitted in digital format.
10. **No copyrighted materials (music, images, etc.) may be used for this contest.**
11. No professional assistance is allowed. Adults may assist with production but are limited to verbal guidance only. Adults are allowed to be actors or cameramen but not content contributors.
12. All portions of the online entry form must be completed when you upload your video for it to be eligible.
13. All entrants must submit a signed/completed Student/Parent Permission Form and a signed/completed form for each person appearing in your video (see below).
14. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) invade the privacy of any person; or 4) be otherwise inappropriate as determined by the Judging Panel.
15. The judges' decision is final. Judging will be based on the Judging Rubric (see below), and will comprise 80% of the total score. Based on the Judging Rubric, the top five videos will be selected from entrants in grades 9-12, and the top five videos will be selected from entrants in grades 7, 8. Those selected videos will be shown on the Fairbanks 2014 Arctic Winter Games YouTube channel ([www.youtube.com/arcticwintergames14](http://www.youtube.com/arcticwintergames14)), with the additional 20% of the score determined by popular vote. The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins.
16. Awards will be presented as follows:  
**\$100 First Place, \$75 Second Place, and \$50 Third Place for Grades 9-12 Videos**  
**\$100 First Place, \$75 Second Place, and \$50 Third Place for Grades 7, 8 Videos**
17. Students should keep at least one copy of their video.
18. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:
  1. Entrants also grant Fairbanks 2014 Arctic Winter Games Host Society the right to use, reproduce, reprint, distribute, perform, and/or display the entrant's project video without further compensation or notification to the entrant.
  2. Fairbanks 2014 Arctic Winter Games Host Society maintains the right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, on social media, at conferences, or at any other venues.
19. Entrants agree to be bound by the official contest rules and decisions of the judges.  
***(Rules and Guidelines adapted from World of 7 Billion.org/student\_video\_contest/rules)***

# Fairbanks 2014 Arctic Winter Games Host Society Video Contest

## Judging Rubric

(adapted from [www.worldof7billion.org/student\\_video\\_contest/judging\\_rubric](http://www.worldof7billion.org/student_video_contest/judging_rubric))

1. Does the video run within the 60 second limit? (Yes/No)
2. Is any portion of the video inappropriate? (Yes/No)

### Content Clarity: Does the video clearly respond to one of three prompts?

*Get Your Game On! Arctic Winter Games 2014*

*'Raven' About Arctic Winter Games in Fairbanks*

*Great Spirit, Northern Dreams International Arctic Winter Games 2014*

#### 4 Points

AWG 2014 is clearly tied to one of the prompts

#### 3 Points

A fairly clear connection is made between AWG 2014 and one prompt.

#### 2 Points

AWG 2014 is mentioned, but the response to the prompt is not totally evident.

#### 1 Point

Connecting the prompt and AWG 2014 is not evident.

### Memorable /Interesting: How well does the video draw in the audience and keep their attention?

#### 4 Points

Audience will remember the video, and feel like they want to learn more.

#### 3 Points

Audience is left with general understanding and will remember content.

#### 2 Points

Audience mostly understands the video, but some elements distract from overall effect.

#### 1 Point

Video is unclear and not memorable.

### Creativity: Does the video use images in a unique and creative way?

#### 4 Points

Video is original, creative, and unique.

#### 3 Points

Video has some original thought and is moderately creative.

#### 2 Points

Video has little original thinking.

#### 1 Point

Video has no original thinking.

### Production: What is the overall quality of the video, including visual and sound elements?

Video is well planned with smooth transitions and edits. All elements coincide with the video's message. Sound is excellently balanced and easy to hear.

Video is well planned with competent edits. Sound is well balanced and easy to hear. Most elements blend with the video's message.

Video is somewhat planned, transitions and edits are rudimentary. Sound is reasonable balanced. Some elements are distracting.

Video is not well planned and has poor edits. Sound is of poor quality. Many elements distract from message.

# Fairbanks 2014 Arctic Winter Games Host Society Video Contest

## Student/Parent/Actor Permission Form

*One fully completed copy of this document must accompany each video entry in order for it to be valid.*

### Information

Lead Producer's Name: \_\_\_\_\_

School Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Title of Video Entry:

---

Check the prompt that your video responds to:

\_\_\_ *Get Your Game On! Fairbanks 2014 Arctic Winter Games*

\_\_\_ *'Raven' About 2014 Arctic Winter Games in Fairbanks*

\_\_\_ *Great Spirit, Northern Dreams International 2014 Arctic Winter Games*

By signing this document, you affirm the following:

### Student

- I have read and understand the Rules and Guidelines for the Fairbanks 2014 Arctic Winter Games Host Society Video Contest and agree to abide by those rules.
- I have full authority to enter this video into this contest and that the video is original and owned by me.
- I have obtained parent/guardian permission to enter this project, and have obtained permission from every person shown in the video.
- I understand that in the event my submission is selected as a winning entry, and the originality of my entry cannot be verified to the satisfaction of the judges, an alternate winner may be selected in my place.

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Parent/Guardian

- I understand my child has submitted an original video to the Fairbanks 2014 Arctic Winter Games Host Society's Video Contest.
- I grant full permission and authority to Fairbanks 2014 Arctic Winter Games Host Society, and anyone authorized by the organization, to use, publish, and display my or my child's image and/or voice as it is contained in the video.

Parent/Guardian Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Actors**

- I grant permission to \_\_\_\_\_ (name of lead producer) to use my likeness in a video submitted to Fairbanks 2014 Arctic Winter Games Host Society Video Contest.
- My parent/guardian, by signing this form, gives permission for me to appear in a video produced by \_\_\_\_\_ and submitted to Fairbanks 2014 Arctic Winter Games Host Society Video Contest.
- I/We (student and parent/guardian) give permission for my likeness to be shown on the AWG You Tube channel for voting purposes, if selected.
- I/We (student and parent/guardian) give permission to Fairbanks 2014 Arctic Winter Games Host Society and anyone authorized by the organization, to use this video, if selected, to publish, and display my or my child’s image and/or voice as it is contained in the video.
- I/We (student and parent/guardian) understand that no compensation will be awarded for the use of this video.

Actor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian \_\_\_\_\_

Signature:

Date: \_\_\_\_\_

***(Adapted from World of 7 Billion Public Service Video Contest, [www.worldof7billion.org](http://www.worldof7billion.org))***