

Pennsylvania FBLA
Promotional Video Production Contest

New Competitive Events/Event Changes

(target audience: current FBLA members and advisers)

Digital video has become a very effective way of conveying new ideas and capturing attention of potential customers. This contest has been created to encourage members to develop a promotional and/or recruitment video for Pennsylvania FBLA.

Eligibility

Any Pennsylvania FBLA member or a team up to three Pennsylvania FBLA members from any active local chapter may participate in this event. Participating in this event **DOES NOT** prevent a member from competing in the regional, state, or national competitive events program.

Video Topic

Members or students will create a two-minute promotional video to discuss and introduce the 2014-15 Competitive Event Guideline changes and the new FBLA Competitive Events beginning with the 2014-15 year. In this video, please take time to discuss the event changes that have been made to current events (competency changes, procedural changes, etc.) that members and advisers will need to be aware of. This information is located on the main page of the PA FBLA website (www.pafbلا.org). This video should not focus on the different topics for each of the events that were announced at the NLC (i.e. what the topic is for EBI, what the topic is for Digital Video, etc.).

The presentation may include, but is not limited to, graphics, music, pictures, sound, text, voice overs, etc.

Copyright/Fair Use

Members or teams must comply with state and federal copyright laws.

Guidelines

1. Presentations must address the topic, Competitive Event Changes/New Events, and the target audience is current FBLA members and advisers. The video must be appropriate to show in a school setting.
2. Student members must prepare the video, not advisers.
3. Presentations may not be any longer than two-minutes in length.
4. Any video editing program may be used to create the program. The video must be able to play with either a QuickTime player or a Windows Media player.
5. Video entries will be submitted digitally via a "dropbox." Instructions will be posted on the PA FBLA web site regarding submission. The adviser will submit the video.
6. The video submission deadline will be October 31, 2014.
7. Participants must secure signed consent forms from the actors, and those forms must be submitted with the video.
8. The video must include the name of the school and the names of the individuals who created the video, and it must appear in the credits section. The credits section is not part of the two-minute video time, but it may be no longer than 15 seconds following the end of the video.
9. Once the video is submitted, the creators acknowledge that Pennsylvania FBLA retains the rights to the video and may use it in any way that it chooses.

Evaluation

Evaluation and selection of the video will be weighted as follows: 40% vote from Executive Committee members; 30% vote by FBLA advisers across the state; and 30% vote from registered users on the Pennsylvania FBLA Facebook page.

Awards

The top three individuals/teams will automatically qualify to attend the State Leadership Conference in Hershey in April 2015. The chapters of the top three individuals/teams will receive preferential seating at the State Leadership Conference at both the Opening Session and the Awards Program. The video will be posted on the PA FBLA web site and shown to all attendees at the SLC.

Questions

Direct questions to Bruce Boncal, Executive Director, at bboncal@pafbلا.us or Luke Skerpon, Staff Assistant, at lskerpon@pafbلا.us