

Pennsylvania FBLA
Promotional Video Production Contest

Membership Recruitment Video

(target audience: potential members, chapters, administrators, community, etc.)

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 promote FBLA membership recruitment. Some focus questions (not limited to) are: What is FBLA? What are membership benefits? What does being a member of FBLA include/involve? This should be viewed as a motivational/upbeat/interesting/target-specific membership recruitment video that PA FBLA can use.

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, Fundraising Ideas, and the target audience is chapter 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@pafbfa.us or Luke Skerpon, Staff Assistant, at lskerpon@pafbfa.us