

Pennsylvania FBLA
Promotional Video Production Contest

State Project Promotion

Ronald McDonald Houses of Pennsylvania

(target audience: members, advisers, businesses, etc. interested in promoting PA FBLA's State Project)

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. There is no limit on the number of entries that may be submitted by a chapter.

Video Topic

Members or students will create a promotional video not to exceed 3 minutes to promote the 2015-16 PA FBLA State Project: Ronald McDonald Houses of Pennsylvania. The video should include information about the organization, its mission and goals, relation to FBLA's goals, fundraising and community service opportunities through this organization, and relation to state officers' plans of work in relation to the current state project selection.

For more information about this year's state project, go to: <http://www.rmhc.org>. Also check the PA FBLA website for more information.

Copyright/Fair Use

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

Guidelines

1. Presentations must address the topic, State Project Promotion, and the target audience is members, advisers, businesses, etc. interested in promoting PA FBLA's State Project. 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. Participants will upload the video to YouTube and list it as "**unlisted**" (not private).
5. Participants must complete an online Event Entry Form to participate in this event.
6. The Event Entry Form deadline will be November 7, 2015, by 11:59 pm. All video production must cease at that time.
7. Participants must secure signed consent forms from the actors, and those forms must be uploaded at the time the Event Entry Form is completed. PA FBLA does not have a standard consent form; chapters should use their school's consent form.
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 2016. The chapters of the top three individuals/teams will receive preferential seating at the State Leadership Conference at the Opening Session. 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@pafbla.us or Luke Skerpon, Staff Assistant, at lskerpon@pafbla.us