

Pennsylvania FBLA  
Promotional Video Production Contest

# State Project Promotion

## *2017-18 State Project: The Alzheimer's Association*

(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.

### Video Topic

**Members or students will create no more than a three-minute promotional video to promote the 2017-18 PA FBLA State Project: The Alzheimer's Association.** The video should include information about the organization, their mission and goals, relation to FBLA's goals, fundraising and community service opportunities through this organization, and relation to state officer's plans of work in relation to the current state project selection.

For more information about this year's state project, go to: [www.alz.org](http://www.alz.org)

### 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 three (3) 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. Form will be posted on the PA FBLA website.
6. The Event Entry Form deadline will be **October 31, 2017 at 11:59 pm**. All video production must cease at this time.
7. Participants must secure signed consent forms from the acts, 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 three (3) 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.
10. Penalty points will be enforced for videos that violate these guidelines.
11. Middle-level chapters are permitted to participate in the Video Contest, but are NOT permitted to attend the SLC. Awards would be mailed to the chapter adviser following the SLC if a middle-level chapter was an award winner.

### Evaluation

Evaluation and selection of the video will be weighted as follows: 55% vote from Executive Committee members; 15% 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 2018. The chapters of the top three individuals/teams will receive preferential seating at the State Leadership Conference at the Opening Session. The video with the most social media "likes" will also be invited to attend the SLC as well, if that is not a top 3 video as noted above. Videos will be played on the main screens as a part of the Opening Session of the SLC.

### Questions

Direct questions to Bruce Boncal, Executive Director, at [bboncal@pafbla.us](mailto:bboncal@pafbla.us) or Luke Skerpon, Staff Assistant, at [lskerpon@pafbla.us](mailto:lskerpon@pafbla.us)