CONTEST GUIDELINES



2014

**Character Key Video Contest**



***Leadership Seminole,* the community leadership development component of Envision Seminole, has succeeded in educating community leaders about issues important to Seminole County and the region since 1992.**



**Many of the over 550 graduates of *Leadership Seminole* are actively engaged in the community as individuals and participating in their employers’ community outreach programs. Examples include serving on non-profit and community boards, participating in community service organizations, volunteering time to agencies that help the disadvantaged and disabled, serving as mentors to at-risk students, and teaching students the value of good character in business.**

**In support of these activities, *Leadership Seminole* is sponsoring a video contest designed to energize the creativity of Seminole County high school students with a focus on character and issues facing youth today.**

**Seminole County high schools are invited to submit their best student-produced video to *Leadership Seminole* by March 3, 2014. Only one video may be entered by each school. It is the school’s responsibility to judge all the videos submitted by their students and identify the best video to be submitted to *Leadership Seminole.***



**Following are the rules and judging criteria:**

**Rules of Contest**

1) The length of the video presentation must be **no more than** 5 minutes.

2) The content must depict how good character can help impact one of the five youth issues: 1) drug and alcohol abuse, 2) poor body image, 3) conflict/anger 4) depression and 5) dating relationships.

3) Schools may select one or more of the character keys to address one of the 5 issues –

schools may overlap in their selection of character keys.

4) The video production team should be no more than 8 students and no less than 2 students.

5) Teacher or other adult involvement is limited to an advisory role only. Video must be completely student produced.

6) To enter the contest participants must have a written consent of a parent or legal guardian allowing the use of their name and images for advertising and promotional purposes without additional compensation.

7) The completed entry form and videotape must be submitted by the deadline of

**March 3, 2014**.

8) Profanity, obscenity, and ethnic slurs are strictly prohibited

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9) Presentation must be on a DVD.

10) The video presentations must be the students’ own concept, creation, and production. Only copyright cleared music should be utilized. If the program contains copyrighted material, appropriate copyright permissions must be on file at your school

11) Video presentations that do not comply with the above rules will be disqualified.

12) Judges will consist of local business, community leaders and media personnel.

13) **All sponsorship logos will be included in the opening of all Character Key Videos**. **Council will provide logos and wording**

**Criteria for Judging**

**Youth issue was clearly identified** Score

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

1) Importance of the character key was clearly communicated with the youth issue.

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

2) The presentation demonstrated how the character key (s) helped to prevent one of the five youth issues identified in the guidelines.

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

3) The presentation was entertaining.

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

4) Video audio quality.

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

5) Video picture quality.

Poor \_\_1\_\_

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

6) Overall presentation.

Poor \_\_1\_\_

**Weighting:**

2\_\_ \_\_3\_\_ 4 5 6

7 Excellent

1)

X .2 =

5)

X .1 =

2) X .2 =

3) X .2 =

6) X .1 =

7) X .1 =

4) X .1 =



Total Score =

**Perfect score = 7**