

**Students can create a public service announcement for the...**



# **Video PSA Competition 2012**



## **Students...**

**Produce and enter a video conveying the importance of athletics in the total education experience, good sportsmanship, school spirit derived from athletics, and/or the benefits of participation in athletics.**

**The best videos will be displayed on the WIAA's YouTube site and on video boards at State Tournaments.**

***See entry information for details***

## The WIAA Video PSA Competition

The WIAA Video PSA Contest is intended to offer a student's perspective in bringing awareness to the benefits of interscholastic athletics through membership in the WIAA, and by involving interested students in any academic discipline to partner for a multi-media experience detailing the relationship the WIAA has with member schools, their students, their communities and fans of high school athletics.

### VIDEO PSA COMPETITION GUIDELINES

1. The public service announcement video must be produced by student(s), age 13 or older, enrolled full-time in a WIAA member school and is in good academic standing.
2. The video public service announcement must include a theme of at least one of the following topics: how athletics partners with the traditional education curriculum to provide the total education experience, sportsmanship, school spirit derived from athletics and/or the benefits of participation. The presentation must integrate the role the WIAA has in the high school sports experience. The best videos will be selected based on their creativity, originality of content and ability to inspire.
3. Videos must be 60 seconds length and in **.AVI, .MOV or Quick-Time format ONLY** and submitted on a DVD. DVDs and cases must be clearly labeled with high school name, names of student producers, address, phone number and title of program.
4. No use of copyrighted material is allowed without written permission. Violations will result in disqualification. The video content must be original. Aside from these requirements, there are limited restrictions on the style of the video, and students are encouraged to be creative. The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous; nor contain material that promotes bigotry, racism, hatred or harm against any group or individual; or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
5. Inclusion of individuals identified in videos require the written consent of each person unless he/she is not identified and image was captured in a mass public setting or background. If the individual you are including in your video is under the age of 18, you must also obtain the written consent of that person's parent or legal guardian.
6. All music used in videos must not violate any music or lyric copyrights.
7. The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in of videos created in Wisconsin.
8. Video submissions will also be governed by YouTube's Community Guidelines which govern: sex and nudity, hate speech, shocking and disgusting material, dangerous illegal acts, children, copyright, privacy, harassment, impersonation and threats.
9. By submitting a video, you grant to the WIAA a royalty-free, irrevocable right to reproduce, publish distribute, perform, display, create derivative works of the submission, or otherwise use the work for WIAA purposes, and authorize others to do so. The top videos, including student producer names, the title of their entries, and school names may be posted on our webpage.
10. Entry forms and DVDs must be sent together and be postmarked no later than **May 18, 2012 to WIAA PSA Video Competition, 5516 Vern Holmes Dr., Stevens Point, WI 54482.**

### RECORDING CRITERIA

Order and time lengths are very important when we process your video. Follow this order and these times exactly:

- A. Five (5) seconds of title page, with Title of PSA, students involved, name of school and year.
- B. Five-second countdown which beeps and cuts to black with one second to go.
- C. 60-second PSA (must be exactly 60 seconds).
- D. 10 seconds black

At the end of the PSA itself, within Step C, include a "www.wiaawi.org" as the "tagline" or reference for your viewers. This is a mandatory tagline. Remember to include this WITHIN the 60-second PSA.

Just before the end of the PSA, right after your tag line, dip to black. Dip should be included within the 60-second PSA.

Make sure your video is formatted for viewing on a TV. Text must fit within the title safe area.

### VIDEO PLAY

1. The best PSA videos will be posted for viewing and exposure on the WIAA video web site and YouTube.
2. The best PSA videos will be displayed on State Tournament video display boards

### FREQUENTLY ASKED QUESTIONS

**Question: Can I use music in my video?**

**Answer:** You can use background music in your video. However, you must be careful not to violate any music or lyric copyrights. If you are unsure whether your use is appropriate, then it is best to use music and lyrics that are in the public domain or obtain permission to use them from the owner.

**Question: What is a copyright?**

**Answer:** Copyright gives the author of an original book, song, poem or other creation the sole right to publish, perform, copy, distribute or adapt the work for a certain period of time, after which it enters the "public domain."

**Question: What is the public domain?**

**Answer:** When a work enters the public domain, it means anyone can use it for any purpose.

**Question: May I use trademarks or brands in my video?**

**Answer:** Please take care not to focus on brand name products or logos (e.g. Starbucks, Coca-Cola etc.) in your video. Any display or reference to brands, logos etc. must be incidental, non-promotional, and not infringe on any copyright or trademark rights.

**Question: What is a trademark?**

**Answer:** A trademark is any word, name, or symbol that identifies a product sold, used, or purchased with a particular company, e.g. the yellow arches are a registered trademark of McDonald's.

**Question: Do I need obtain permission to include my friends in the video?**

**Answer:** Yes, you should obtain written consent from anyone you wish to videotape. If anyone in the video is under 18 years old, you will need to have his/her parent's or legal guardian's permission in writing unless it is incidental and in the public domain (i.e. a large crowd and a game).

**Question: Can students from our school submit more than one video?**

**Answer:** No, you may only enter one submission per school.

**Question: Can the WIAA refuse to use any video submission?**

**Answer:** The WIAA reserves the right to not play any video submissions that contains offensive material or violates the terms of the application or contest rules in any way.

**Question: Is my video submission subject to any other rules or guidelines?**

**Answer:** Your submission will also be governed by YouTube's Community Guidelines which govern: sex and nudity, hate speech, shocking and disgusting material, dangerous illegal acts, children, copyright, privacy, harassment, impersonation and threats.

# WIAA Video PSA Competition Entry Form

Advisor Name \_\_\_\_\_ Date \_\_\_\_\_

School \_\_\_\_\_ School District \_\_\_\_\_

School Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

School Telephone Number (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Advisor's email (optional) \_\_\_\_\_

Video Title \_\_\_\_\_

Student Names \_\_\_\_\_  
\_\_\_\_\_

Brief Summary of Video \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Length of Video \_\_\_\_\_ Minutes \_\_\_\_\_ Seconds

Length of Copyright/Non-Original Material \_\_\_\_\_ Minutes \_\_\_\_\_ Seconds

The Principal and Supervising Advisor acknowledge and hereby agree to abide by all "Eligibility" rules listed on the contest website, [www.wiaawi.org](http://www.wiaawi.org). By signing this form, the authors assign to the public agencies who are members of the Wisconsin Interscholastic Athletic Association, nonexclusive permission to use, copy and distribute the submitted video for public information or educational purposes. The permission granted includes permission to alter or edit the video. The author acknowledges that receipt of prize constitutes payment in full for this permission, without further consent or compensation.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent Signature \_\_\_\_\_ Date \_\_\_\_\_

Principal Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor Signature \_\_\_\_\_ Date \_\_\_\_\_

# WIAA VIDEO PSA COMPETITION

## COPYRIGHT UNDERSTANDING

\*\*\*\*\***VERY IMPORTANT**\*\*\*\*\*

It is strongly advised that you do not use copyrighted materials, as getting permissions may be costly and difficult. Visit a copyright free music library, or the band or chorus at your high school for any background music needed.

All entries into the WIAA Awareness High School Video Contest MUST be in compliance with copyright law in order to be eligible for the contest. Under copyright laws, all entries must get permission to use any copyrighted music, including popular tunes available on the internet or audio recordings, from the copyright holder. IF COPYRIGHTED MUSIC IS USED IN A VIDEO ENTRY, AND COPYRIGHT PERMISSION IS NOT PROVEN THROUGH THE SUBMISSION OF THIS FORM AS WELL AS SATISFACTORY EVIDENCE OF PERMISSION, THE VIDEO ENTRY WILL NOT BE ELIGIBLE TO WIN PRIZE MONEY OR TO BE AIRED ON LOCAL TELEVISION STATIONS. PLEASE SUBMIT THIS FORM WITH VIDEO ENTRY SHOWING YOUR UNDERSTANDING OF THIS STATEMENT.

Two agencies that can help with obtaining permission to use copyrighted material are:

- BMI at [www.bmi.com](http://www.bmi.com)
- ASCAP (American Society of Composers) at [www.ascap.com](http://www.ascap.com).

Name of Video: \_\_\_\_\_

Name of Submitting High School: \_\_\_\_\_

Is Copyrighted music or sound recording used in this video? YES\_\_ NO\_\_

Copyrighted music or sound recordings used in video: \_\_\_\_\_

Copyright holder: \_\_\_\_\_

Author/Composer of material: \_\_\_\_\_

Does the video plainly acknowledge the author/composer and copyright holder of all copyrighted material?  
YES\_\_ NO\_\_

Have you obtained permission from the copyright holder to use the copyrighted material? YES\_\_ NO\_\_

Proof of permission used (can be attachment to this form):

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# WIAA VIDEO PSA COMPETITION CONSENT FORM

Entrants whose clips are chosen for inclusion in a program must sign a release attesting to the fact that they are the rightful owners of the submitted clips. All persons appearing in the clips must sign consent forms and/or releases before their material may be broadcast. Minors will be asked to have a parent or guardian sign the consent /release form.

## PHOTOGRAPHIC RELEASE

I \_\_\_\_\_ hereby assign all rights to the video tape and sound recordings made on the dates of \_\_\_\_\_ by the video production class hereafter called \_\_\_\_\_ (High School). In addition, I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said video tape without limitation. I hereby certify that I am over eighteen (18) years of age, and competent to contract in my own name in so far as the above is concerned.

\_\_\_\_\_  
(Please Print Name)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, Zip)

\_\_\_\_\_  
(Telephone Number)

## CHILD'S RELEASE

I/We \_\_\_\_\_, (parents or guardian names) hereby assign all rights to the video tape and sound recordings made of me and/or my child \_\_\_\_\_ (child's name) on the dates of \_\_\_\_\_ by the video production class of the \_\_\_\_\_ High School. In addition, I hereby authorize the reproduction, sale, copyright, exhibition broadcast and/or distribution of said video tape without limitations.

### Parent/Guardian

\_\_\_\_\_  
(Please Print Name)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, Zip)

\_\_\_\_\_  
(Telephone Number)