

GCTV's Video Contest 2019 Rules

PURPOSE:

The purpose of the GCTV Video Contest is to **inspire participant(s) to produce original video content** in any genre, fiction or non-fiction and in any form including but not limited to live actors, animation, photography or cartooning. GCTV reserves the right to use any and all videos in its programming channels, both broadcast and internet based.

ELIGIBILITY:

The GCTV Video Contest ("Contest") is **open to all Guilford residents** who are students enrolled the **9th through 12th grades** at a public, private, parochial, or home schooled at the time of entry and when prizes are awarded.

SUBMISSION REQUIREMENTS:

Eligible students working in "Teams"* of **one (1) to three (3) students** ("Participant(s)"), have the opportunity to create an original video in accordance with the rules outlined below. For Participant(s) to officially enter the Contest, the **Participant(s) must submit:**

- **GCTV Video Contest Registration Packet for Each Video Submitted (up to two videos)**
- **and Entry Video(s) to GCTV**

as described below by 3:30 PM EST March 3rd, 2019. Participant(s) are required to select a Team name for identification purposes and should be included in all correspondence and the Entry Video submission. *(A "Team" name can be the name of the primary Participant or a meaningful short name or acronym).

DETERMINATION OF WINNERS:

Participant(s) will be judged on a scale of 1 to 5 under each of the categories below.

- Outstanding 5,
- Professional 4,
- Good 3,
- Basic 2,
- Unsatisfactory 1

Pre-Production and Development

Category	Expectation
Video Follows a Storyline	ALL character(s), prop(s), shots, etc. are incorporated into your Entry Video in a thoughtful way.
Forms <i>(not graded)</i>	Talent and Location Release forms are prepared and used when appropriate. Forms must be retained by the Participant(s).

Production

Category	Expectation
Camera	Shots are in focus and well framed. Shots are well composed, interesting and shot from a variety of perspectives and angles.
Lighting	Lighting supports mood, flatters subject(s) and/or focuses attention to video subject matter.
Sound	Recorded sound is clear, audible and levels are consistent.
Talent/Actors	Talent is chosen to successfully depict the storyline character(s).
Props and Wardrobe	Props and wardrobe are creative and enhance the story and character(s).

Post-Production and Editing

Category	Expectation
Music (if used)*	Musical score complements and enhances the message. Sound levels do not detract from other sounds.
Narration (if used)* (Third party telling the story off screen).	Narration voice matches genre, message, and situation with pacing and tone. Voice is clear, effective and well projected.
Pace	All clips are just long enough to make the point clear with no slack time.

*(Where Music and/or Narration is not used, the final score will be adjusted accordingly as deemed appropriate by the GCTV judges).

Content and Audience

Category	Expectation
Introduction	Viewer was immediately engaged with a strong opening and interest was maintained throughout the video.
Appeal	Video conveys a compelling message that evokes emotion.
Originality	Video shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.

CONTEST TIMING:

Entry Submission Period: The Entry Submission Period **begins at 12:00 PM EST** (Eastern Standard Time) on **October 7th, 2018** and **ends at 3:30 PM EST March 3rd, 2019**. (See GCTV's hours schedule at: www.GuilfordTV.org).

Judging will take place between March 10th and March 24th, 2019. All eligible Entry Videos will be judged, by GCTV's designated judges, **in accordance with the Judging Criteria set forth in the above section "Determination of Winners"**, to determine the three (3) Finalists (award winners).

The **winners will be announced on or about March 28th, 2019**. In addition, the Participant(s) (1st, 2nd & 3rd place winners) agree to participate in being videoed on GCTV during the award presentation. (*Possible dates being April 7th, 14th or 28th*). Also, the participant(s) agree to participate in being interviewed and videoed by GCTV. The Participant(s) in the above stated videos grant GCTV the right to use any and all videos in its programming channels, both broadcast and internet based.

USE of GCTV STUDIO and EQUIPMENT:

Participant(s) may make use of GCTV's studio and equipment in the production of their Entry Video(s). Participant(s) can schedule the use of the studio and equipment by contacting Shannon Gale at GCTV. Please refer to GCTV's website for hours of operation at: www.GuilfordTV.org.

CONTEST DESCRIPTION and RULES:

The Participant(s) must create an original **video under seven (7) minutes in length** which demonstrates knowledge of movie making skills in order to generate an original project in any genre, either fiction or non-fiction.

Participant(s) must work independently on the development of their video concept and must record their Entry Video with minimal help or direction from others (i.e. professional artists). Participant(s) are not required to appear in their Entry Video. Entry Videos are not required to include any people, but if the Entry Video does include people, each of them must sign a Talent Release form. If a business or property owner allows you to use

their space to video your project, they must sign a Location Release form. **Participant(s) must retain this documentation and be able to present it to GCTV should a question arise.**

The Participant(s) represent and warrant that such person(s)* or Location(s)* have granted you all necessary rights to use their likeness, and that you will **record such permissions using the appropriate Release Forms.** Participant(s) must have the exclusive rights over all aspects of the Entry Video, including any ideas, language, content, images, text, graphics and/or other materials used in the Entry Video . In other words, everything must be created by your Team, be royalty free, or you must have written permission from the original creator that they have given you permission to use their work in the project. Participant(s) must be certain that the person giving permission to use his/her content owns the rights to that content.

*(Crowd scenes which are public and do not focus on a single individual do not require a Talent Release Form. Exterior scenes of locations such as buildings, etc. which are visible from a public space do not require a Location Release Form. Interior scenes of a location, such as a store or restaurant, will require a Location Release Form).

In accordance with GCTV policy and that of video material presented on Public Access channels, commercial products may not be promoted during any video. That is not to say that a product may not be visible in the video, the product may not be actively promoted, nor can a “call to action” (i.e. buy this product or use this store) be part of the video.

In addition Participants shall value the safety and wellbeing of all involved. It is also important to remember that the audience will consist of men, women, and children of all ages with different backgrounds and life stories. To ensure that the audience is not subjected to hurtful or sensitive content the following restrictions apply:

Your Video Entry must be culturally appropriate. This includes:

- No guns or explosives are allowed in any context.
- No knives are to be used in a violent way or for intended violent use.
- No substance abuse such as drugs or alcohol.
- All content in your film must be culturally sensitive including: wardrobe, language, accents and other character traits. Avoid stereotyping (racially, sexually, culturally, etc.)

AWARD LEVELS:

There will be three (3) winning awards as listed below:

1. Scholarship of \$500.00 for first place
2. Scholarship of \$300.00 for second place
3. Scholarship of \$200.00 for third place.

In the case of a Team with multiple Participants, the team leader, as indicated on the registration form, may choose to share the award among the other Participants. Actors and support personnel are not considered as a “Participant” in the terms of this contest.

Participant(s) may enter as many as two (2) Entry Videos to the Contest so long as the content and message are different. Participant(s) are encouraged to be original, creative and present a positive message on the subject matter. However, only one award per Participant(s).

REGISTRATION & VIDEO SUBMISSION:

Complete Contest information, including Registration Forms, may be downloaded from the GCTV web site at www.GuilfordTV.org. Look for a link to the GCTV Video Contest on the right hand side of GCTV’s home page.

The completed Registration Form(s) must be submitted with each Entry Video(s) to GCTV by mail, email or delivered in person.

Mail / Drop Off In Person*

GCTV

725 Boston Post Road, Unit 5

Guilford, CT 06437.

*(If delivered in person, please refer to GCTV hours at: www.GuilfordTV.org.)

Upload your Entry Video(s) and Registration Form(s) to either Dropbox, Google Drive or One Drive and email the file link to: GCTVContest@GuilfordTV.org.

Entry Videos will not be accepted without a completed Registration Packet.

By submitting an Entry Video to GCTV the Participant(s) grant GCTV the right to use any and all videos in its programming channels, both broadcast and internet based.

DISCLAIMER:

GCTV, for good and reasonable cause, may change the rules noted in this document at any time.