

**Pennsylvania FBLA  
Promotional Video Production Contest**

# State Leadership Workshop Promotion

(target audience: members, advisers, school officials)

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 attendance at the November 3-4, 2019, (next school year) State Leadership Workshop at the Kalahari Resort.** The video may include information about the goals of the State Leadership Workshop, SLW program components, the host facility, actual video footage from the SLW which may include interviews with participants, etc.

## **Copyright/Fair Use**

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

## **Guidelines**

1. Presentations must address the topic, Promoting the 2019 State Leadership Workshop, and the target audience is members, advisers, guests, and school officials. 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. The video must include actual footage from the November 4-5, 2018, State Leadership Workshop at the Kalahari Resort.
5. Participants will upload the video to YouTube and list it as **"unlisted"** (not private)
6. Participants must complete an online Event Entry Form to participate in this event. Form will be posted on the PA FBLA website.
7. The Event Entry Form deadline will be **January 4, 2019, at 11:59 pm**. All video production must cease at this time.
8. 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.
9. 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.
10. 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.
11. Penalty points will be enforced for videos that violate these guidelines.
12. 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 finalists will use the following criteria: vote from Executive Committee members; vote by FBLA advisers and members across the state; and vote from registered users on the Pennsylvania FBLA Facebook page, Twitter page, and Instagram page.

## **Awards**

The top three individuals/teams will automatically qualify to attend the State Leadership Conference in Hershey in April 2019. The chapters of the top three individuals/teams will receive preferential seating at the State Leadership Conference at the Opening Session. 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).