

The WIAA Video PSA Competition

The WIAA Video PSA Contest is intended to offer a student's perspective in creating awareness to the individual, school and community benefits of interscholastic athletics. The program invites interested students in any academic discipline to partner for a fun multi-media experience describing how school-based athletics positively impacts their school's culture through 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. Entry forms and DVDs must be sent together and be post-marked no later than **May 16, 2014 to WIAA PSA Video Competition, 5516 Vern Holmes Dr., Stevens Point, WI 54482.**
3. The video public service announcement must feature the benefits of interscholastic sports such as how athletics partners with the traditional education curriculum to provide the total education experience, sportsmanship, school spirit derived from athletics, aspirations and benefits of participation and/or benefits of membership in the WIAA. 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.
4. Videos must be 60 seconds length and in **.AVI, .MOV or QuickTime 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.
5. 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.
6. 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.
7. All music used in videos must not violate any music or lyric copyrights.
8. 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.
9. 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.
10. 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.

RECORDING CRITERIA

Order and timing 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, and within step C, include the WIAA website address www.wiaawi.org for reference. 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, fade to black. The fade should be included within the 60-second PSA.

Make sure your video is formatted for viewing on video boards. 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 website and the WIAA YouTube site.
2. The best PSA videos will be displayed on available 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 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.

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. 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

***** 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
- ASCAP (American Society of Composers) at 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):

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)