



2011 - Florida 4-H/Dairy Farmers Filmmaking Contest - Due: June 1

ABOUT THE FILMMAKING CONTEST

The *Fuel Up to Play 60* filmmaking contest is supported by the Dairy Farmers, Inc and Florida 4-H. Cinematography is one of today's fastest growing industries in the world; however, it is also one of the hardest industries to be successful in. If you think you have a love for video production, join the Florida 4-H/Dairy Farmers Filmmaking Contest. The contest is open to youth, ages 8 – 18, enrolled in a 4-H club in Florida.

Filmmaking Contest Objectives:

- Increase ability to understand and present information on social issues from expressive and analytic perspectives.
- To develop cinematography skills in camera technique, artistic uniqueness (i.e. angle shots and frame composition), lighting, transitions, and use of text or other graphics.
- Increase ability to perform in a collaborative work environment.
- Increase skill in using multimedia authoring software and the Internet.

BACKGROUND

Fuel Up to Plan 60 is a new youth program sponsored by National Dairy Council and the National Football League designed to empower students to take action for their health and improve their school environment. And the best part? YOUth can help make a difference. For the in-school program, all students have to do is eat healthy, play at least 60 minutes a day and participate in fun activities in and out of school. You know, good things. For more information about the school-based competition, visit: <http://www.fueluptoplay60.com/>.

The effort to end childhood obesity is needed now, more than ever. It is possible that today's children could become the first American generation with a shorter life expectancy than their parents.¹ One-third of American children are overweight or obese.² The obesity prevalence is about three to four times that of just one generation ago, according to the Centers for Disease Control and Prevention.^{2,3}

¹ Kluger, J. How America's children packed on the pounds. *TIME*, June 23, 2008; 68.

² Ogden, CL, Carroll, MD, Flegal, KM. High body mass index for age among US children and adolescents, 2003-2006. *Journal of the American Medical Association*. 2008; 299 (20): 2401-2405.

³Centers for Disease Control and Prevention, National Center for Health Statistics, 2006, Prevalence of Overweight Among Children and Adolescents: United States, 2003-2004.



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4-H/FLORIDA CONTEST COORDINATOR

Regional Specialized 4-H Dairy Agent will coordinate this program with the Dairy Farmers. The RSA Dairy Agent will work with the 4-H Communications Arts Action Team, Nutrition Action Team and the 4-H Public Relations Coordinator on this project.

4-H/FLORIDA DAIRY COUNCIL VIDEO THEME:

Individuals or Teams (2-5 people), can submit one (1) video that is a minimum of 3 minutes to a maximum of 5-minutes in length on the topic of healthy eating choices for youth and exercise. Focus creativity on making a film that recognizes and reinforces healthy eating habits and exercise options for youth in your community or your neighborhood.

Examples of video topics could include live cooking, featured recipes, how to eat healthy on the run, school lunch choices or interviews on health, food and nutrition. Featured exercise activities could include topics on cheerleading, gym classes, school sports, walking or how to find a local bike path. Environments inside of Florida 4-H that could be showcased include camp, healthy snacks at club meetings, or energizing club meetings with recreational time. The combinations are endless!

See the Florida 4-H score sheet, judging definitions and standards of excellence for detailed descriptions.

Suggestions: If you interview a 4-H youth or someone working in Extension, please make sure they are wearing either a 4-H shirt or UF/IFAS Extension attire.

EQUIPMENT:

Equipment is not provided to be part of the filmmaking contest. Youth videographers should have the following equipment:

- Computer with USB port or Firewire Port
- Cables to connect from the video camera to the computer
- Video camera that records on either a mini-DVD, a tape or record on an internal hard drive
- Tripod
- Multimedia editing software
- Microphones

Additional tips on finding the right camera for you are available at the National 4-H Filmmaking curriculum site.



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AGE DIVISIONS/PARTICIPATION CRITERIA:

- Junior 4-H'ers must be 8-10 years old by September 1 of the current program year.
- Intermediate 4-H'ers must be 11-13 years old by September 1 of the current program year.
- Senior 4-H'ers must be 14-18 years old by September 1 of the current program year.

DESCRIPTION OF CLASSES:

1. Individual – Junior
2. Team – Junior
3. Individual – Intermediate
4. Team – Intermediate
5. Individual – Senior
6. Team - Senior

Individual - A single person, ages 8 -18, enrolled in a Florida 4-H club.

Team - A minimum of 2 to a maximum of 5 youth can work on a team video project. All team members should be within the same age category and enrolled in a Florida 4-H club.

AWARDS:

Junior, Intermediate and Senior entries will be judged separately. Blue, Red and White quality awards will be given to entries based on the score sheet criteria. Best of Show Award will be presented to one video in each age division and category: Individual or Team.

Videos will be evaluated on their ability to convey the theme, organization of ideas, camera techniques (i.e. exposure and focus), artistic uniqueness (i.e. angle shots and frame composition), lighting, transitions, and use of text or other graphics and effort. A judging rubric will be used and returned to participants with constructive criticism.

RULES & GUIDELINES

Participants

1. The movies must be directed, filmed and edited by 4-H youth, ages 8 -18. Videos previously submitted into the filmmaking contest cannot be re-submitted.
2. Entries can be submitted either individually or in a group (min. of 2 max. of 5 people).
3. Adult guidance and instruction is permissible, but the planning, production and selection of the subject matter must be the work of 4-H youth.
4. The film must be directed by 4-H members, but actors may include people of any age. Model releases will be required.
5. Team members must be of the same age division, as of the beginning of the current 4-H program year.



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Work

1. Each filmmaker or film team may submit no more than one film that is 3-5 minutes in time.
2. All editing must be completed BEFORE submitting your film.
3. If more than the video submission is on the disc, it must include a menu screen.
4. Option video can be submitted, such as bloopers, director's commentary, etc. These items will not be judged.
5. Title pages and credits should be included in the film.
6. All films remain the property of their creators.

Submissions

1. An Entry/Release Form must also be turned in with the film.
2. Entry Videos must be submitted by either uploading the video online at (web page to come) or mailing the DVD in a standard DVD-R format to the State Public Relations Office in one of the following file formats: *.asf;*.avi;*.flv;*.mov;*.mpg;*.mpeg;*.wmv.
3. Films may be on any topic relating to "Fuel Up to Play 60" but must be G or PG rated in language and subject matter or will be disqualified. Films will be previewed for content.
4. Films may not include video nor music from other copyrighted work (i.e., you may not "film" something from your TV or computer to include in your video and you may not include anything from commercially produced videos nor copyrighted music in your video, unless you can submit proof of permission from owner).
5. The films must be submitted with a Florida 4-H submission form. Submission forms and guidelines are available on the Florida 4-H state website.
6. All films are due in to *Regional Specialized 4-H Dairy Agent* from county 4-H Extension faculty on June 1st via an established website for download (check Facebook for an update)
7. Filming is done at your own risk. Please do not engage in any dangerous activities or activities that can result in injury or property damage while filming.
8. The winners' pictures will be taken and displayed at Congress and at various other venues.



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Releases and Copyrighted Material

1. Films may not include video nor music from other copyrighted work (i.e., you may not “film” something from your TV or computer to include in your video and you may not include anything from commercially produced videos nor copyrighted music in your video.) If your film contains any copyrighted material (for example music or TV video) the filmmaker will be responsible for securing the licensing rights. (To avoid the expense and difficulty of securing such rights we recommend using only original, non-copyrighted material or material licensed under the Creative Commons Attribution-ShareAlike license). For suggestions on places to find such music, please refer to the end of the **Contest Rules and Guidelines**. Visit www.copyright.gov for more information on copyright laws.
2. **Model Release Statement:** Recognizable pictures/video of adults or youth under the age of 18 must include a “Model release” signature. If a minor is in the video, the signature **MUST** come from their parent or guardian. If the adult or parent/guardian will not sign the Model Release, then do not submit the video into the contest.
3. **Use of 4-H and Dairy Council Logos:** The 4-H emblem and the Florida Dairy Council logos can be used as part of the video; however, their use must be in accordance to their published guidelines.

Guidelines on the use and color of the 4-H emblem:

<http://www.national4-hheadquarters.gov/library/4-Hguidelines-v4-26-04.pdf>

Guidelines on the use of the Dairy Farmers or National Dairy Council logo:

Film Format:

1. Videos can be submission on standard DVD-R format disc playable on a home DVD player, regardless of original shooting format. No films will be returned, so please keep a copy. DVD's must be playable on US consumer grade DVD players. DVD's must not include labels or stickers on the DVD, please use a black Sharpie pen to write the Project Title and 4-H producer's name, phone number, contact email address and county on the DVD. Foreign language films are NOT acceptable. For DVDs, send converted/playable for Region Code 1 (North America) or Region Code 0 (universal). Do not send rough cuts or temp prints. We reserve the right to ask for resubmissions.
2. Entry Videos must be submitted by either uploading the video online at (web page to come) or mailing the DVD in a standard DVD-R format to the State Public Relations Office in one of the following file formats: *.asf;*.avi;*.flv;*.mov;*.mpg;*.mpeg;*.wmv.

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Permissions for Florida 4-H/Florida Dairy Council:

1. All entry materials will be kept by Florida 4-H and/or Dairy Farmers, Inc. All winners' may be used in whole or in part to promote "Fuel Up to Play 60" and future contests. These promotions may include television PSA's, radio PSA's, or streaming video on Florida 4-H and/or Dairy Farmers, Inc. website or that of one of its partner organizations. By signing the permissions section on the entry form, you give Florida 4-H/Dairy Farmers, Inc. the right to use your film in this way.
- 2.

JUDGING CRITERIA: Rubric separate Judges will determine the placing. Their decision on all entries is final. Video entries will be judged on the following criteria

Criteria	Definition/Standard
Theme and Content	Clearly identifies and addresses <i>Fuel Up to Play 60</i> from a local and/or community youth perspective. Content is accurately and clearly communicated in a meaningful manner.
Topic Research	Evident that extensive research was involved in exploring the issue and its science, multiple sources of information & research methods used.
Relevance to Youth & Community	Established and communicates the importance and relevance of the issue on a personal & community level.
Call to Action	Provides a call to action, persuasively encourages steps, individuals, groups, and/or the community can take to address the issue.
Media Content	Content creates an atmosphere or tone that connects the story to the audience.
Narrative	The pace fits the story line and helps the audience really "get into" the story
Audio Soundtrack	Audio (including any music used) is meaningful and aids the story line – coordinated with images. Voice quality is clear and consistently audible throughout the presentation.
Camera Techniques	Exceptional use of exposure and focus in the camera, angle shots and frame composition, lighting, transitions, and use of text or other graphics
Uniqueness	WOW factor, unique
Story Detail	The story is told with the right amount of detail throughout – it does not seem too short or too long
Effort (Youth Participation)	Clearly a youth driven effort with appropriate level of support and guidance from 4-H staff and volunteers.



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COUNTY SUBMISSIONS:

For counties that support the filmmaking project, please submit all Blue Ribbon entries into the state contest. Otherwise, all entries accepted provided they are signed off by the county Agent. Agent Signature on entry form required.

PROPER LABELING OF VIDEO:

Each entry must include the following information to ensure proper entry. The information MUST be legibly printed or typed on the release and uploaded with the video or mailed in along with the DVD. This form can be found online in a PDF format on the Florida 4-H Youth Development Filmmaking website, located at: **TBA**....Check Facebook for link

County	Class (i.e. people, landscape, plant/flora, theme, etc)
Age Division	Make & Model of Camera Used
Name	Video File Format:
Address	City/Zip
Editing Software Used	
Phone	E-mail
Title of Video	
Description: (50 words or less)	

Entries that do not follow the proper labeling procedures WILL be disqualified.

DISQUALIFICATIONS OF ENTRIES:

Entries that do not follow the rules, division and class guidelines or any general guidelines will automatically be disqualified. A general form letter specifying reason(s) for disqualification will be returned together with photo to the county after Florida 4-H state Congress. County entries received past the deadline will be automatically be disqualified and will be returned to the county.

Reasons for disqualification:

- No signature(s)
- Inappropriate or unsuitable photograph
- Postmarked after deadline date of June 1st (State Contest)
- More than one entry in a class from a youth.
- DVD not in acceptable file format.
- Model release statement not signed by adult subject or minor’s parent/guardian.

ANNOUNCEMENT OF RESULTS:

Results will be posted prior to the Florida 4-H State Congress on the 4-H website.



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RESOURCES FOR THE FILMMAKING CONTEST

Florida 4-H offers a variety of curriculum projects for youth to enroll that would provide excellent support for the filmmaking contest such as consumer education, theater/performing arts, media & visual arts, and anything listed under food, nutrition and fitness. Find a complete list of curriculum projects at this site: <http://florida4h.org/projects/index.shtml>

It is *Highly Recommended* for any youth or team who participates in this contest to review the training videos (Sessions 1 - 8) provided at the Florida 4-H Filmmaking Project Guide site: <http://florida4h.org/projects/filmmaking/index.html>.

Wisconsin 4-H Publication for Video Production:
<http://www.uwex.edu/ces/4h/pubs/showdoc.cfm?documentid=369>

Oregon 4-H Videography Site :
<http://oregon.4h.oregonstate.edu/videography-0>

Additional learning resources are available at:
<http://online.4-hcurriculum.org/curriculum/filmmaking/resources.aspx>.

Filmmaking Ideas: http://www.hpplnj.org/teens/film/links_filmclub.pdf

Filmmaker's Tool Kit: <http://www.filmmakers-toolkit.group.shef.ac.uk/toolkit.html>

Sound Effects: <http://www.soundjay.com/>

Royalty Free Music Downloads
<http://musicbakery.com/>
<http://creativecommons.org/audio/>
http://www.archive.org/details/opensource_audio

Jamendo - check out how artists allow anyone to download and share their music.
<http://www.jamendo.com/en/>

Copyright Stuff <http://librarycopyright.net/digitalslider/>