

# **Making Tracks Video Contest**

## **Rules and Regulations**

### **Video Contest Overview**

The Transportation Services section of the North Carolina Department of Public Instruction (NCDPI) is conducting a Video Contest that is open to middle and high school students across the state. The purpose of the contest is to help students understand the importance of pedestrian safety to and from school and, in particular, to and from the bus. This will be accomplished by students creating videos that highlight areas of safety that concern them in their own communities daily.

This video contest will challenge participating students or teams of students to describe and document the obstacles they face every day on their way to the bus stop or school and to highlight good practices to follow as pedestrians. Students may choose to create their own video with or without teammates. The videos will be used to inform students, teachers, administrators, parents, bus drivers, motorists, and community leaders as well as other decision makers about the dangers involved in getting children to and from school daily.

Student videos will be judged against set criteria by a panel of experts from the Making Tracks Advisory Committee (comprised of stakeholders in pupil transportation) as well as online voting by fellow students. Videos will be showcased at the 2013 North Carolina State Fair and posted on the NCDPI website. Team members of the three (3) winning videos will be invited to participate in the "Making Tracks" exhibit at the 2013 North Carolina State Fair.

### **The Power to Change**

Winning student videos will be featured in an educational documentary to be screened in public venues across the state. The messages in these student-produced videos will:

1. Alert all students about the importance of keeping safe to and from school.
2. Alert teachers, parents, administrators and others how to keep students safe.
3. Inform policy makers about the need for student safety training.

**DESCRIPTION OF THE CONTEST:** The Making Tracks Video Contest ("Contest"), sponsored by The NCDPI Transportation Services section, is designed to give Entrants the opportunity to submit original videos of their own creation, that show the importance of safety to and from the bus or school. Students entering the contest are encouraged to use their creativity to present their message. They may use any form of song, dance, poetry, art, rap, drama, or other forms of expression to make the video more emphatic and interesting. Prizes will be awarded to the Entrants who submit the best videos as determined by the judges in accordance with these Official Rules.

**ELIGIBILITY:** This Contest is open to all North Carolina middle and high school students in public schools. Participating students are not eligible if they are members of the immediate family of the any employee of **NCDPI Transportation Services** or directly related to anyone on the **Making Tracks judging panel**. North Carolina DPI, Transportation Services Section, and NC State University, Center for Urban Affairs and Community Services, reserve the right to verify eligibility qualifications of any contest entrant or any selected winner.

**CONTEST PERIOD:** The Contest runs through May 5, 2013. The online submission period is from April 22, 2013 through May 5, 2013. All video entries must be received by 11:59 PM on **May 5, 2013**. Late entries will not be accepted. Online voting will be held from May 6, 2013 through May 12, 2013.

**CONTEST RULES:** Each Video Submission must comply with the following:

- Any Submission that reflects inaccurate or misleading pedestrian safety procedures will be disqualified.
- There is a limit of one video submission per student team during the Contest Period. There is no limit on the number of teams from the same school that may submit videos during this period. An individual student may be on no more than two (2) teams (including individual submissions).
- Each Submission must be approximately 90 seconds to TWO minutes (120 seconds) in length. Submissions that exceed 2 minutes will not be considered.
- Each team must have a faculty sponsor listed in the appropriate box on the online registration page. If all team members are under 13 years of age, the registration form and the video upload must be completed by the faculty sponsor. A faculty sponsor may work with more than one team.
- Submission forms must list each student member of the team that produced the video, and provide the name of a faculty sponsor from the participating school. In the event that a submission wins, it will be the responsibility of the faculty sponsor to distribute the prizes to members of the winning team of students.
- Each Submission: must be an original video work, scripted, filmed, and created solely by the student team; must not have been previously viewed in a public setting; must not be professionally edited or technically enhanced in any way; cannot be released or distributed in any form; must not have won any award; and must not violate the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity.
- Submitted videos cannot contain copyrighted background music or musical score unless documentation is provided that it is being used with permission. Audio can include either voiceover or on-camera narration, along with natural background sounds. Original music with original lyrics is permitted.
- Submissions that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or otherwise contain inappropriate content or objectionable material may not be **submitted and will be disqualified immediately.**
- Submitted videos must not contain or reference any names, products, or services of any company or entity or any third party trademarks, logos, trade dress or promotion of any brand, product, or service. Students must refrain from wearing clothing that bears the names or logos of trademarked companies or sports teams.
- Video Submission must not contain any personally identifiable information.

**VIDEO SUBMISSION REQUIREMENTS:** Entrants should log on to [www.ncbussafety.org/video](http://www.ncbussafety.org/video) (the "Site") and follow the onscreen instructions to upload their videos. Entrants will be asked to read and accept the Contest Rules and complete a brief online registration form before uploading their video entries ("Submissions") to the

contest. Videos will be uploaded through Facebook. Either a team member at least 13 years of age or the faculty sponsor must have access to a Facebook account. Entrants should make sure they have access to a computer that allows access to this website.

**SELECTION OF WINNING VIDEOS:** The contest advisory committee, in conjunction with student online voting, will judge and select three (3) winning videos (“Winners”) by May 22, 2013, based on the following 4 criteria:

**25% for Creativity**  
**25% for Clarity of Message**  
**25% for Accuracy of Pedestrian Safety Procedures**  
**25% for Overall Audience Impact**

The winning videos will be included in a 12-15 minute Educational Video promoting the importance of teaching students about safety to and from the bus or school. This Educational Video will inform and encourage parents, students, teachers, community leaders, and other individuals to mobilize for policy change towards teaching students and others about safety to and from the bus or school. Winners and their school teacher or school contact will be notified no later than May 22, 2013.

**PRIZES:** Each of the three winning teams will receive a prize. Students in the top ten (10) teams will receive a Making Tracks T-shirt.

**GRANT OF RIGHTS:** All Winners grant Sponsor the right to display their video Submissions at public events for purposes of this Contest, and all Winners further grant Sponsor the right to display their Submissions on third party sites such as youtube.com, facebook.com, twitter.com and the NCDPI Transportation Services Section website for promotional and informational purposes. Winners hereby grant Sponsor a royalty free license, without geographic or time limitation, to display their student team video Submission for promotional or advertising related purposes in any and all media. Entrants grant Sponsor the right to use their names, likenesses, voices, opinions and biographical information for print, electronic and online publicity or promotional purposes. Parents and/or Legal Guardians of the Winners agree to sign any documents that may be necessary to affect the assignment of the licensing rights.