

NEWS RELEASE

ALABAMA ASSOCIATION OF SCHOOL BOARDS
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FOR IMMEDIATE RELEASE

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\$3,250 IN PRIZES UP FOR GRABS IN ‘ROAD TO SUCCESS’ VIDEO CONTEST

Montgomery, AL – The Alabama Association of School Boards announces its 8th annual statewide student video contest, with an all-new theme: “Road to Success.” The contest allows entries from Alabama’s public school students in grades 6-12, a maximum of two from each school system.

The contest applauds excellence in teaching, student creativity and the positive school experiences that inspire students to graduate fully prepared for any “road to success” they choose.

Up to four schools will share in prizes totaling \$3,250 for their 30- to 60-second commercials/public service announcements. The winning videos will be shown on December 7, 2019, during AASB’s Annual Convention in Birmingham, at a future Alabama State Board of Education meeting in Montgomery and on the AASB and Alabama Public Television websites.

Prizes are:

- **First Prize:** \$1,500 and a certificate
- **Second Prize:** \$1,000 and a certificate
- **Third Prize:** \$500 and a certificate
- **Honorable Mention:** \$250 and a certificate

Timeline: The contest opens for entries Friday Feb. 1, 2019. Entries must be emailed or postmarked by Friday, April 12, 2019, and submitted to the Alabama Association of School Boards. The AASB office – at 43 South Jackson St. in Montgomery, AL 36104 – is open from 8 a.m. until 4:30 p.m. Monday-Friday. Entries may be emailed or mailed to:

Email

publicrelations@AlabamaSchoolBoards.org

Mail

AASB Video Contest
P.O. Box 4980
Montgomery, AL 36104

Length & format: School systems should submit no more than two entries produced by public school students (open to grades 6-12). Entries can be uploaded via Youtube, Schooltube or Vimeo or on DVD format to be mailed. If uploading online, the video URL must be emailed to publicrelations@alabamaschoolboards.org with the name of the school and contact name/number for the submission. The URL to the video also must be listed on the submission form, which must be sent via mail to AASB along with the release form. High-quality video of 1080p or higher is required. The video cannot be shorter than 30 seconds or longer than 60 seconds. Submission and release forms (available at www.AlabamaSchoolBoards.org/VideoContest) are required for each entry.

Evaluation criteria (as judged by Alabama Public Television and other media professionals):

- Creativity & originality
- Production quality & technical skill (sound, video, transitions, etc.)
- Effectiveness in portraying the theme

Sponsors: Alabama Association of School Boards, Fairbanks LLC and Alabama Public Television (American Graduate – Getting to Work grant funded by the Corporation for Public Broadcasting)

Public recognition: The winning videos will be shown at 8:30 a.m. Dec. 7, 2019, at AASB’s Annual Convention at The Hyatt Regency Birmingham-The Wynfrey Hotel in Birmingham. All winners will be recognized on stage, where they will be presented with their prizes. Winning videos also will be shown at a future State Board of Education meeting in Montgomery and will be shared on AASB’s website, www.AlabamaSchoolBoards.org, AASB social media platforms and on the Alabama Public Television website, www.aptv.org.

About AASB

The Alabama Association of School Boards represents all of the state’s public local school boards. Since 1949, AASB has served education leaders and the interests of local decision making in public education. The association’s mission is to develop excellent school board leaders through quality training, advocacy and services. Visit www.AlabamaSchoolBoards.org.

About Fairbanks

Fairbanks LLC, a Chicago-based company, brings significant expertise in implementing and managing Medicaid reimbursement programs for health-related services. The Fairbanks team works in partnership with AASB to file Medicaid Direct Service claims on behalf of participating Alabama school systems. Visit www.fairbanksllc.com.

About the Corporation for Public Broadcasting

The Corporation for Public Broadcasting (CPB), has launched American Graduate: Getting to Work — an initiative to help advance education and career readiness. The project empowers public radio stations to work with partners in their local communities to assess workforce challenges and opportunities and produce local content focuses on the essential skills needed for students and workers to succeed in the job markets of today and tomorrow. Visit www.americangraduate.org.

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