

Alabama Association of School Boards Video Contest

“Road to Success”

1. This contest is open only to Alabama’s public middle and high schools (grades 4-12).
2. A 30- to 60-second video commercial or Public Service Announcement (PSA) titled, “Road to Success.” The video should focus on how your school prepares students for the many different roads to success, whether that path leads straight to the workforce, the military or to a two or four-year college/university and beyond.
3. Video quality must be 1080p or higher.
4. Each school system determines the **top two videos** to be submitted to AASB’s statewide competition. Entries will be judged on creativity and originality; production quality and technical skill; and effectiveness in portraying the theme.
5. Entries must be emailed/postmarked no earlier than Feb. 1, 2021, and no later than April 23, 2021 and sent to: publicrelations@AlabamaSchoolBoards.org or AASB Video Contest, P.O. Box 4980, Montgomery, AL 36103-4980
6. The 1st prize will be \$1,500; the 2nd prize, \$1,000; and the 3rd prize will be \$500, and the honorable mention will get \$250. All winners will receive a certificate. The winning videos will be posted on www.AlabamaSchoolBoards.org, on www.aptv.org, shown at a future state Board of Education meeting and at the AASB Annual Convention Dec. 4, 2021 at The Hyatt Regency Birmingham – The Wynfrey Hotel in Birmingham, Alabama. All video entries may be shared on AASB’s social media platforms. Prize money will be awarded to the schools to support a student program or club that promotes future careers in teaching, film, broadcast/print journalism or online media production.
7. A release is required from everyone featured in the video, as well as those involved in the production (this release is not necessary for crowd shots). This authorization assures that those involved know that the video may be shown publicly without further consent required. There is no compensation for either appearing in or producing the video. **The release(s) must accompany the submission form and video. It must be signed by the participant, and if the participant/student is a minor it must be signed by the student’s parent/guardian.** The school system submitting the video may use its system’s standard release form for this purpose. Please be sure that the release covers broadcast and Internet usage.
8. Entries will be accepted via Youtube, Vimeo, Schooltube, Dropbox or DVD and must be high-quality video (1080p or higher). Once submitted, the entrants grant to the contest organizers/sponsors an irrevocable license to copy, edit, distribute, display and make other such uses as they wish at their discretion and in any format or medium. All material must be original content created by the school/student(s). No copyrighted materials from outside sources will be allowed.
9. A URL (link) to videos housed on Youtube, Vimeo, Schooltube or Dropbox must be emailed to publicrelations@alabamaschoolboards.org and the email must contain the name of the school and

contact name/number for the submission. The link to the video also must be listed on the submission form, which may be scanned and emailed or mailed to AASB along with release form(s).

- 10.** Submissions must be produced by students and be in good taste.
- 11.** Judging will be done by Alabama Public Television and other independent media professionals.
- 12.** Sponsors are the Alabama Association of School Boards, Fairbanks LLC and Alabama Public Television (American Graduate grant funded by the Corporation for Public Broadcasting)
- 13.** Details and questions may be referred to Dana Vandiver at 800/562-0601 or publicrelations@AlabamaSchoolBoards.org

AASB Video Contest Submission and Release Form

“Road to Success”

The name of the school system, high school and principal as well as the school address, principal/project contact’s phone number and email address(es) should be listed on this release form. In addition, names and, if applicable, classification must be provided for all those involved in the production/submission of the video.

Alabama Association of School Boards (AASB) will not display or release any students’ phone numbers or email addresses in connection with the submission (except to the extent it is contained in the submission.) All contest rules must be followed, and AASB retains the right to determine if the submitting entries comply with said rules. By signing, you confirm that you have model releases for all who appear in the video and did not infringe on copyrights.

The participant(s) understands that the use of the submission is completely at the discretion of AASB. AASB will not return the submission and has no obligation to retain it. Therefore, the participant understands that she/he needs to keep a copy of whatever is sent. AASB will not make any payment to the participant or any third party for usage of the video.

Each submission release must be signed and returned in order for the video to be judged. Release forms must be emailed or postmarked no earlier than Feb. 1, 2021, and no later than April 23 2021. Refer questions to: publicrelations@AlabamaSchoolBoards.org or 800/562-0601.

School System: _____ School: _____

School Phone: _____ Address: _____

Principal: _____ Email: _____

Project Contact: _____ Email: _____

Student(s) & classification (grade level/6-12): _____

Video URL (if posted to
Youtube/Schooltube/Vimeo/Dropbox): _____

Person(s) featured in video: _____

Signed _____ Dated _____

Attach additional page, if needed.

Alabama Association of School Boards • P.O. Box 4980, Montgomery, AL 36103-4980 • www.AlabamaSchoolBoards.org

Youth Model Release

Project: "Road to Success" Video Contest

Date: _____

Note: If your school system has a model/image release form that it requires every year, AND you have releases filed on ALL of the persons in the video, then you may send a copy of that model/image release policy along with your entry with a note that ALL persons in the video have a signed release on file.

Photo/Talent Release for Youth 17 years and younger AUTHORIZATION TO USE IMAGE/TALENT

I, _____, hereby authorize the Alabama Association of School Boards (AASB) to use, reproduce, and/or publish electronic, print, video and/or audio materials of my son(s)/daughter(s):

(please print child's name)

(please print child's name)

Examples of uses include, but are not limited to: posters, displays, public information releases, printed publications, video and/or audio for TV and/or radio, websites, as well as other educational outreach-related endeavors.

This authorization is continuous and the Alabama Association of School Boards may publish materials, use my child's name, photograph and make reference to my child in any manner that AASB deems appropriate in order to promote public education and student success/creativity in Alabama.

My signature on this document also signifies my agreement to hold AASB, its staff, and its partner organizations harmless and exonerate them from any loss or liability I or my son or daughter or dependent may incur as a result of the reproduction and dissemination of the materials described in this release.

I also understand that my son's or daughter's image/talent is strictly voluntary and there will be no monetary payment in exchange for it.

Parent's/Guardian's Signature: _____ Date: _____

Videographer's Video Release

Project: "Road to Success" Video Contest

Videographer's Release

AUTHORIZATION TO USE VIDEO/IMAGE(S)

I, _____, hereby authorize the
(please print name)

Alabama Association of School Boards (AASB) to use, reproduce and/or publish electronically or in print the image(s)/video(s) I have produced for the "Road to Success" video contest.

Examples of uses include, but are not limited to: posters, displays, public information releases, printed publications, television spots, websites, as well as other educational outreach-related endeavors.

This authorization is continuous and AASB and other contest sponsors/partners may publish materials in any manner that AASB deems appropriate in order to promote education in Alabama.

My signature on this document also signifies my agreement to hold AASB, its staff, and its partner organizations harmless and exonerate them from any loss or liability I may incur as a result of the reproduction and dissemination of the materials described in this release.

I also understand that the permission to use my video(s)/image(s) is/are strictly voluntary and there will be no monetary payment in exchange for it.

Signature: _____ Date: _____

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