

California Association FHA-HERO
2010 VIDEO CONTEST GUIDELINES
Deadline: Postmarked by February 12, 2010

Purpose of Contest: Involve California Association FHA-HERO chapters in creating video clips highlighting their members and chapters that will be used in a state DVD for recruiting new members. Chapters are invited and encouraged to create 60-second video clips highlighting their FHA-HERO chapter and projects or the value of FHA-HERO. In addition, chapters can film short testimonials/comments by chapter members on the value and benefits of FHA-HERO.

Prizes: Earn \$200 to \$1,000 for your chapter! The top two video clips will each receive a \$1,000 prize. All other clips and all testimonial clips selected for the DVD will each receive a \$200 prize. Judges' decisions will be final. Winners will be announced at State Meeting.

Contest winner decisions are final: Decisions made by the judges with respect to prizes and video submissions to be used in the FHA-HERO video and any other use are final.

Details: The following questions can be used as categories for a creative clip or a testimonial:

1. What is FHA-HERO? What's it all about?
2. What have you learned as an FHA-HERO leader?
3. Tell how FHA-HERO prepares you to be a strong leader in families.
4. Tell about your chapter's community service and how it made a difference.
5. Share the value of the Competitive Recognition Events OR share experiences that help students explore and prepare for Home Economics careers.
6. Why should students join FHA-HERO?

REQUIREMENTS:

Video Format: Filming must be done with a good quality video camera, NOT a cell phone camera. Use the highest video quality setting there is on the camera. Any video format is OK. Videos may be submitted on a DVD, mini-DV, thumb drive or other medium.

Sound Quality: Use a microphone, if available, to improve sound quality.

Length of Video: No more than 60 seconds for a creative video clip about FHA-HERO. No more than 15-30 second clips for testimonials.

Dress: Testimonials should be done in official dress following acceptable guidelines used for State Meeting; or in dress representing a home economics occupation (for example, chef's uniform). The 60-second video clips can be completed in official dress, or in appropriate dress that keeps with the standards of the organization. Students must be dressed modestly.

Appropriateness: All videos must be clean, professional and appropriate. No obscene or vulgar language, and no sexual overtones will be accepted.

(more on the reverse side)

Text captions: Please do not add text captions with name/school to the testimonials. Only include this information on the submission form. (This information will be added later in a uniform format to all testimonial clips.)

No other video use permitted: You may not upload any clip or testimonial to any website, including school or personal websites, YouTube, and social networking sites. Such uploading is automatic disqualification from the contest. Once the FHA-HERO video is completed, you may use the video and upload it in accordance with instructions that will be given at that time.

Parental consent forms: Completed and signed parental permission forms must be submitted at the same time as the video clips for every student who appears in any way in a video clip.

Limit on entries: Up to two entries for the creative video clips (60 seconds) will be allowed per chapter. There is no limit on the testimonial clips (15-30 seconds) that can be submitted. Please copy and use additional entry forms as needed.

Deadline: All submissions must be postmarked no later than February 12, 2010. Be sure to complete the video contest entry form and the parental consent forms, and send it with your video clip(s) to Carl Morrison, 5256 S. Mission Road, Suite 1010, Bonsall, CA 92003. If you have any questions, e-mail Stephanie Barnes at sbarnes@morrisonassociates.com.