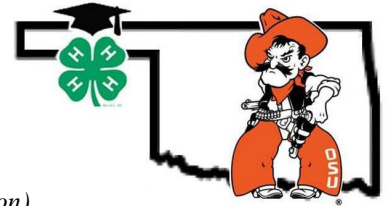


Video and Commercial Production

Guidelines

(adapted from North Dakota State University Extension and Utah State University Extension)



Contest Description

The purpose of the Commercial Production contest is to:

- Encourage 4-H members to develop promotional and marketing skills as they market and interpret 4-H through various types of media and presentations.
- Increase promotion of 4-H to non-4-H audiences in Oklahoma.
- Increase the number of people who join and support the 4-H program.
- Give 4-H members the opportunity to enhance/develop technical video production skills.

The commercial should convey a contemporary image of 4-H in a changing society.

Contestants are to develop a video using their choice of music and video production techniques, including, but not limited to, video footage, still photography, computer animation or a combination of techniques.

Contestants will be judged on: Creativity, flow of video, topic and presentation

Video and Commercial Rules

1. Commercial must be 30 seconds in length; Video must be 3 to 5 minutes in length.
2. Each commercial and video must include contact information of where to go to in order to join 4-H or find out more about the 4-H program.
3. Photo Release Forms must be submitted with the commercial/video for everyone appearing in the production.
4. All participants in the commercial/video must be a member of 4-H.
5. Parents, 4-H leaders and others are encouraged to inspire, guide and help with developing ideas for the commercial/video; however, the commercial entry must be the work of 4-Hers.
6. All music, video images and computer animation used must be 4-H appropriate. Contestants should seek guidance from their

4-H leaders or local Extension staff if they need help determining whether a song or video is 4-H appropriate.

7. You may incorporate photos, images, music and text that fall within the public domain. However, you must have permission to use any other material. To learn about public domain read Video Tools, Tips and Tricks at http://oklahoma4h.okstate.edu/scitech/video_contest.htm.
8. Do not include any personal identifying information either directly (last name, address, contact info) or indirectly (logos on your clothes, signage in background).
9. Review Rules for Submission

Rules for Submission

(Adapted from Missouri State University Extension and Illinois State University Extension)

1. Commercial/video file types must be in QuickTime .MOV; Windows .AVI; M4V or .MPG files that are viewable with QuickTime or Windows Media Player. If you want to use a file format other than those listed, we will do our best to work with you. We are motivated to find ways to help any potential participants meet the requirements listed.
2. Commercial/videos must be submitted on a DVD and be labeled with the 4-Her or group's name and county.
3. All of the following must be received at the State 4-H Office by the deadline:
 - Entry Form
 - Photo Release Forms: Everyone that appears in the video/commercial must have a Photo Release Form signed with an accompanied photo
 - Final Production in DVD format

All Forms and Tutorials can be downloaded at http://oklahoma4h.okstate.edu/scitech/video_contest.htm

Judging

Productions will be judged by a panel of 3 judges before State 4-H Roundup. To download an evaluation form go to:

http://oklahoma4h.okstate.edu/scitech/video_contest.htm

Awards

Awards will be presented in two categories – Video Production and Commercial Production. Awards will be presented to the winners at the Final Assembly. The top 5 commercials and top 2 videos will be shown at State 4-H Roundup. Entries will be posted on YouTube after Roundup.

Awards may include:

- A tour of a Broadcasting company
- Cash prizes
- a DVD of all entries

Awards will be finalized by Roundup.

4-H Promotional Items/Materials

Laws regulate the use of the 4-H Name and Emblem. The basic rules to keep in mind while developing your materials are:

- Nothing can be superimposed over the 4-H emblem. (i.e. do not use the 4-H clover as a background image.)
- The 4-H Emblem must be used in one of the following color combinations:
 - Green with white H's
 - Green with gold H's
 - Black with white H's
 - White with green H's
 - White with gold H's
- The stem of the clover must be curved to the right.
- The text "The 4-H Name and Emblem are protected under 18 USC 707" must appear on promotional items.
- The "Using the 4-H name and Emblem" guide is a good reference when creating 4-H promotional materials.
- The complete 4-H Name and Emblem guidelines and approved 4-H emblem graphics can be downloaded at http://www.national4-hheadquarters.gov/emblem/4h_name.htm.

Definition of 4-H Appropriate

An entry in the Commercial Production Contest will be considered 4-H appropriate if it meets the following guidelines:

- No violence
- No swearing
- No vulgarity

- Does not degrade the community, actors or viewers in any way
- G-rated (suitable for all ages)

Use of inappropriate music, video, images or computer animation will disqualify the entry immediately and the contestants will not receive a score.

Resources Available

Wisconsin 4-H Youth Development Publication: IS401, "Action! Making Videos and Movies"

Oklahoma 4-H Youth Development Publications: "Video Tips, Tricks and Tools" "Communication Made Easy"

Go to

http://oklahoma4h.okstate.edu/scitech/video_contest.htm

Michigan 4-H Youth Development Publication: Pg 139, Communications Toolkit, "Shooting Your Videos"

Order the complete Communications Toolkit at:

<http://web1.msue.msu.edu/cyf/youth/toolkit.html>

Mastering Videography website

<http://www.masteringvideography.com/>

Collegiate 4-H can present a workshop. For more details go to

<http://www.orgs.okstate.edu/collegiate4h/> and

click the Educator Resources link

Books and magazines

Internet sites

Resource people in your community

Assistance Available

Reading the resources is the best way to learn more about video. However, we understand that technology can be confusing. If you need assistance, especially with file types and copy right information contact:

- Oklahoma State 4-H Office (405) 744-5390
- Jeff Sallee, Science and Technology Specialist
jeff.sallee@okstate.edu
- Carl Hamby, 4-H Computer Support Specialist
carl.hamby@okstate.edu
- Alea Sharp, Collegiate 4-H Vice President
alea.sharp@okstate.edu