



## 2011 TRIVA Contest Twin Rivers Inspiring Video Awards

### Contest Guidelines:

We're looking for bold, creative, and exciting videos to help educate the public about our high schools. Please use the following information when creating your **TRIVA** (Twin Rivers Inspiring Video Award) submission.

### Categories:

- **Public Relations (PR)** –a video that tells a compelling, impactful story about your school. The video should educate the public and potential students about the opportunities at your high school. May be up to 5 minutes in length. The video (or parts) may be used for future recruitment efforts for your high school.
- **Public Service Announcement (PSA)** – a short video about the importance of dress code and the impact it has on academics or programs on campus. Must be one minute (60 seconds) in length.

There are **some legal limits** on what you are able to do, and we will not consider videos that are inappropriate or offensive. Other than that, what you put in your video to show off your school is up to you (live action, animation, documentary, etc). All entries must include the Twin Rivers and your High school logo at least once during the duration of the video.

### Prizes:

There will be grand, first, second and third place awards given for the best videos in each category.

### Evaluation Criteria:

Videos will be judged by the following criteria:

1. *Overall Impact* (educational, inspiring, persuasive)
2. *Creativity*
3. *Memorable Content and Delivery*
4. *Message Strength and Clarity*
5. *Production and Technical Quality*

### **Judging Process:**

A panel of contest judges consisting of public relations professionals, parents, and district staff will review the videos and rate them using the described evaluation criteria. The panel will determine the grand, first, second, and third place winners in each category.

### **Who Can Participate?**

The contest is open to current Twin Rivers high school students. The student submitting a video may work as part of a team with others, but only one student can submit the official entry.

### **Format:**

Video submissions will be accepted in DVD or MiniDV format.

### **Respect for Existing Copyright:**

You must be the original author of everything in your video or have permission to use copyright protected material. Be creative, but think carefully about what you put into the video. If you are considering using existing music, video clips, photos, etc., it is very likely that someone else owns a copyright to that material. In this case, be sure to obtain the copyright owner's written permission before using the material in your video.

### **Consent from Actors in Your Video:**

Winning participants must declare that they have written consent from people featured or identified in their video.

### **Submissions and Deadlines:**

The entry deadline is Friday, **January 28, 2011 at 4PM**. Entries must be received by the Twin Rivers Communications Department, located at 5115 Dudley Boulevard in the McClellan Business Park. It is highly recommended that you deliver the entry in person.

The Twin Rivers mailing address is 3222 Winona Way, North Highlands, CA 95660, ATTN: Communications Office. Twin Rivers School District is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries.

The following information must be included with your entry. Failure to submit the required information will result in disqualification from the **TRIVAs**:

- **Name**
- **Email address**
- **Phone number(s)**
- **High School affiliation**
- **Video Category (PR or PSA)**
- **Video Title**
- **Message Statement**

### **Questions?**

Please contact Charlene VanAllen in the Communications Department at [916.566.1765](tel:916.566.1765) or [charlene.vanallen@twinriversusd.org](mailto:charlene.vanallen@twinriversusd.org) .

### **Regulations:**

The purpose of this contest is to encourage the creation and submission of videos that educate the general public on the benefits and opportunities that exist in Twin Rivers high schools.

By submitting an entry, entrant warrants that he/she is the sole author and copyright owner of entry or has permission (via license or otherwise) to use or incorporate those entry portions authored or owned by third parties. The video contains an image of the Twin Rivers and High school logo at least once during the duration of the video. Use of images, music, and other works in the public domain may be incorporated into videos; however, materials that infringe on the rights of any third party may not be used unless consent has been obtained. The video must not contain brand names or trademarks except those related to Twin Rivers and the High school. The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous. The video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on age, disability, gender, nationality, race, religion, or sexual orientation. The video must not contain material that is unlawful, in violation of or contrary to the laws of California.

Twin Rivers USD is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries.

By submitting a video to this contest, each participant automatically confers on Twin Rivers USD an irrevocable, nonexclusive and unrestricted license to use the video for purposes consistent with the district's mission. This includes the right to copy, reproduce, display, or distribute the video and the right to make derivative works based upon the video or a substantial portion of it without attribution or prior permission.

Twin Rivers USD reserves the right to disqualify and remove any entry which is deemed, in the judging panel's discretion, inappropriate, offensive, defamatory, or demeaning. Winners will be notified by e-mail, mail and/or phone and shall be required to complete an affidavit or declaration of eligibility/liability release and, except where prohibited, a publicity release and such other documents as may be required by Twin Rivers USD to protect its right to air and use the winning entry. Required documents must be signed and received within 7 days of the date printed on the prize notification. Failure to comply or return of any prize notification as undeliverable may result in forfeiture of prize and selection of the next highest score entrant as the winner. Twin Rivers USD is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winners.

Judges' decisions are final. Accepting the prize constitutes Twin Rivers USD permission to use winner's name, school and/or likeness for promotional purposes, without compensation.

### **General Terms and Conditions:**

By participating, entrants agree that Twin Rivers USD is not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) any condition caused by events beyond the control of the District that may cause the contest to be disrupted or corrupted; (iii) any printing or typographical errors in any materials associated with the Contest; (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Contest, including claims based on publicity rights, defamation, or invasion of privacy.

A copy of these official rules and a winners list may be obtained on the Twin Rivers web site ([www.twinriversusd.org](http://www.twinriversusd.org)) or by sending an email request to [communciation@twinriversusd.org](mailto:communciation@twinriversusd.org). Requests for winners list must be received by September 30, 2011.