



Contest Rules

VIDEO CONTEST

BikeWalkSafely2Live

About the Contest: For the **BikeWalkSafely2Live** video contest, students in Middle and High School levels in Lee County are invited to create a 10, 15 or 30-second Public Service Announcement (PSA) to help create awareness and educate fellow students and the public in general on bicycle and pedestrian safety laws.

The Grand Prize winning schools will each receive \$1,000 for media supplies and equipment and/or for bicycle -pedestrian safety initiatives at their school. The 2nd & 3rd place schools runners-up will receive \$500 and \$250 respectively.

Submission Deadline: November 18, 2016

Notification of Winners: In January 2017, the School Principal and the Media Teacher submitting the winning videos will be notified. Awarded schools will be responsible for informing the students on the outcome of the contest. Winning videos will be available for viewing on City's bicycling website at www.CapeCoral.net/Bicycling by January 2017.

Award Ceremony: The award ceremony will be held in February 2017. Additional information on this ceremony will be provided later.

Participation: Any students actively enrolled in a media or audio-visual course in Middle or High School in Lee County at a Public, Charter, Private or Parochial Schools can participate, except as noted under Not Eligible section of these Contest Rules. ***Each media production or audio-visual teacher can select up to fifteen (15) of their student best PSA videos submissions for this contest.***

Not Eligible: City of Cape Coral employees or volunteers *working on the BikeWalkSafely2Live PSA Contest*; judges of this contest and their relatives are all not eligible to participate. The term 'relatives' includes spouses, grandparents, parents, siblings, children and grandchildren.

Teacher Submission Directions:

- The media production or audio-visual teacher is responsible for uploading up to 15 of their students' best video submissions using one Entry Form per submission.
- Click on the BikeWalkSafely2Live PSA Contest button at www.CapeCoral.net/Bicycling then follow directions to register.
- One project [ENTRY FORM](#) is required per submission.
 - A different Project Name is required for each Entry Form.
 - Same password can be used for multiple submissions.
- One (1) project submission is one of the following:
 1. One (1) 30-second video
 2. Up to 2 videos of 15-second each (total time 30 seconds) or
 3. Up to 3 videos of 10-second each (total time 30 seconds).
- The media production or audio-visual teacher must read and agree to Official Contest Rules, submit online project Entry Form for each project submission, and upload the video(s) on this online project Entry Form.
- For each student involved in a project, submit their name, student role in that project, student phone number, email address and the signed Parental Release Form.
- All students participating must have the [PARENTAL RELEASE FORM](#) signed by a parent or guardian and returned to the teacher.
- The teacher is responsible for uploading the signed Parental Release Forms as part of the submission process on the online Entry Form.
- The Parental Release Form is not required at the time of teacher's initial submission on the Entry Form. However, to have a project considered by BikeWalkSafely2Live judges, the teacher entering this contest must have uploaded the signed Parental Release Form for each student involved in the video(s) production.

Questions?

- Contact Jodi Walborn, or Mitch Marinack, Safe Routes to School, John's Hopkins All Children's Hospital, 4550 Colonial Blvd, Ft Myers, FL, 33966 at BikePedPSA@gmail.com or at 239-931-5702.

Recommended Technical Requirements:

- Specifications for the video aspect ratio preferably should be HD (High Definition) nothing less than 1920 x 1080 so it will look good on large screen TVs.
- While SD (Standard Definition) videos are acceptable, they will not be as clear on television ads as HD videos. For SD, it should be nothing less than 720 x 480.
- Submit the video in "QuickTime" file settings and use the video codec "H.264."
- All audio must be embedded within the video file. Audio 48 kHz.
- Do not include bars and slate with the spot.
- All spots must be clearly labeled with the format used: HD or SD, or each will automatically play as SD.
- The video's frame rate should be "29.97fps"
- Remember: the videos need to be no longer than **10 seconds, 15 seconds or 30 seconds**.
- Include only 2 frames of black before and after the spot.
- **Copyright: Use of copyrighted material is prohibited.** Plagiarized entries will be disqualified.
- All images must be the property of the contestant or have written permission of the property owner. Many photos and videos on the internet are copyright protected, using them for this video would be a copyright infringement and is not allowed.
- Retain an original copy of the video submission for possible verification of authenticity or resubmission in case of error.
- Shoot video film in landscape (sideways on smart phone) rather than portrait position, because the video will have 'wings' or blank frames on the side if done in portrait mode.
- All HD spots should be 4x3 "safe," meaning that all text and graphics should remain within the 4 x 3 center portion. Cable, Satellite and other "set top box" TV delivery services may down convert a signal. See example of the left and right gray area that is not 4 x 3 safe below.



The left and right grey areas are not 4x3 safe.

Note: If a PSA video does not meet these specifications, it can still be considered in this competition, but may not be able to be placed on TV ads if it becomes a winner. (It will still be a learning experience for budding young film makers and actors and a learning experience about bicycle and pedestrian safety issue)

Disclaimer: The City of Cape Coral and volunteers working on this project are not responsible for lost, late or misdirected mail or for printing errors, server unavailability, computer or any other electronic malfunction.

All entries that are duplicates, mutilated, tampered with, illegible or from ineligible entrants will be voided. All entries become the property of The City of Cape Coral and will not be returned.

Ownership of any Submission shall remain the property of the filmmaker(s). Entry into this BikeWalkSafely2Live Video Contest constitutes entrant's irrevocable and perpetual permission and consent, without compensation, with or without attribution, that the City of Cape Coral and/or others authorized by the City of Cape Coral, may use, reproduce, print, publish, transmit, distribute, sell, perform, adapt, enhance, or display such Submission, and the entrant's name and/or likeness, for any purpose, including any and all media now in existence or hereinafter created, throughout the world, for the duration or the copyright in the Submission. The City of Cape Coral and/or others authorized by the City of Cape Coral shall have the right to edit, adapt, and modify the Submission.

The School's Prizes* for Middle School & High School are:

Middle School Winners:

First Place	\$1,000
Second Place	\$500
Third Place	\$250

High School Winners:

First Place	\$1,000
Second Place	\$500
Third Place	\$250

**Winning schools must use prizes for media supplies and equipment and/or for bicycle and pedestrian safety initiatives at school.*

Judging Criteria:

All entries will be judged primarily on originality, creativity, and how well the student uses his or her artistic vision to portray the theme and how successfully the bicycle and pedestrian safety concept is conveyed. Be sure that what is being conveyed meets with bicycle and pedestrian safety laws in the State of Florida. Check out <http://flbikelaw.org/> or www.alerttodayflorida.com websites for bicycle and pedestrian safety laws in Florida. The decision of the judges is final.

Additional Information

Student Classroom Winner's Prizes: Winning students will receive a trophy or award certificate at the February 2017 BikeWalkSafely2Live PSA Award Ceremony. The categories of student winner are: 1st Place, 2nd Place and 3rd Place Winners at Middle School level and 1st Place, 2nd Place and 3rd Place Winners at High School level.

- Winning students are encouraged to list this award on their college applications and job resume.
- Winning videos will be widely distributed as part of a multi-jurisdictional public safety campaign by The City of Cape Coral and its partners, which will include BikeWalkLee, the Lee County School District, Streets Alive, FDOT, MPO and other business and community safety advocates.
- The 1st place winning Middle and High School PSAs will be aired on local television with times and locations to be determined. See specifications required to air the winning PSAs on television stations. The winning school principals and winning classroom teachers will be informed of the airtimes in advanced as will the School District. The media production or audio-visual teachers will be responsible for informing their students of airtimes.
- The 1st, 2nd and 3rd place videos at the Middle and at the High School levels will be shown on various websites, such as www.CapeCoral.net/Bicycling , BikeWalkLee blogs, school media outlets and elsewhere.
- If selected as potential finalists, entrants, including student filmmakers and everyone appearing in or involved in the video(s) shall be required to complete a Parental Release Form.
- If the winning video does not meet specifications needed for airing on television, the winner's videos, nonetheless will be placed on various websites, such as www.CapeCoral.net/Bicycling.
- Entry must be appropriate for viewing by the general public (appropriateness to be determined by the City of Cape Coral, Cape Coral Bike Ped volunteers and/or the judges).

Florida Laws: Students are encouraged to visit <http://flbikelaw.org/> or www.alerttodayflorida.com websites to brush up on traffic laws and safe behavior for all road uses. Information presented in these PSA videos must be in compliance with Florida laws. Students are encouraged to take the Florida Department of Transportation Safety Bicycle Quiz at <http://www.alerttodayflorida.com/bikequiz.html>. See FDOT BikeSafe Videos at <http://www.alerttodayflorida.com/bikesafevideos.html>

Potential Topics for PSAs:

The contest will be judged on students' creativity in dealing with whatever bicycle or pedestrian safety issue is chosen and the quality of the product produced. Here are a few potential topic ideas:

- a. helmet hair—why it's cool to wear a helmet and styling tips for wearing a helmet;
- b. which side of the road should someone walk or bike on when a bike lane is present;
- c. which side of the road should someone walk or ride safely on when no sidewalk or bike lane is present;
- d. can a bike be ridden on a sidewalk?
- e. distracted walking, jaywalking, wearing earbuds/headphones while walking or riding a bike, etc.

Helpful Hints: Film production is the process of making a film. The producer/student is not required to appear in the film but if the student chooses to, a camera tripod may be used. All screenwriting, directing, camera/filming and editing must be done by the students.

Suggestions for Audio/Visual Quality:

- Use a tripod to hold the device still
- Make sure there is ample lighting, especially if shooting indoors
- Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.)
- Record a short test and listen to it. If needed, change the record volume or microphone location.
- Make sure the background music, if any, is audible on the recording.
- Allow for 2 seconds of silence at beginning and end of your recording.
- Shoot the video film in landscape (sideways on your smart phone) rather than portrait position.

In Summary:

Go to www.CapeCoral.net/Bicycling, click on BikeWalkSafely2Live PSA Contest button and follow instructions to view these Contest Rules. Click here on the [ENTRY FORM](#) to fill in needed information and to upload the video(s). One project Entry Form is required per submission. The teacher can select one or multiple passwords. A different Project Names is required for each project Entry Form for each of the up to 15 best student video project submissions.

All students participating must have the [PARENTAL RELEASE FORM](#) signed by a parent or guardian and returned to the teacher. The teacher is responsible to upload the signed Parental Release Forms as part of the submission process on the online project Entry Form.

The Parental Release Form is not required at the time of teacher's initial submission on the Entry Form. However, before the BikeWalkSafely2Live judges selection of potential finalist commences, the teacher entering this contest must have uploaded a signed Parental Release Form for each student involved in the video(s) production.

[ENTRY FORM](#)

[PARENTAL RELEASE FORM](#)