



## Click It or Ticket Video PSA Contest

### GUIDELINES

- **Purpose:** The purpose of this contest is for students at member high schools in counties of focus to create and produce a public service video clip relative to the importance to buckle up for safety, and to generate and increase awareness for the NCDOT/Governor's Highway Safety Program 'Click it or Ticket' initiative.
- **Format & Length:** Maximum length of :30 (30 seconds) and should be formatted 1280 x 720 pixels, .mov or .mp4 file.
- **Registration:** 9/17/18-9/30/18
- **Submission deadline:** 10/26/18 by 11:59pm
- **Proof of Permission:** If students utilize graphics and/or music content that is subject to copyright law, proof of permission to use must be submitted to the NCHSAA along with the video. This proof may be submitted via email to Karen@nchsaa.org.
- **Permission of Use:** Any individual who is seen in or has a speaking role in the PSA must complete a Consent & Release form, found on page 2-3 of this document. These forms must be submitted with the PSA to be considered for the contest.

### Videos will be judged on the following:

- **Impact** – What the viewer feels when first viewing the Entry. Does the video evoke an emotion from the viewer? Does the video engage you from the onset or does it lose momentum?
- **Creativity** – How effectively did the Entrant convey their idea, message or thought in an original and imaginative way through their lens, narrative, performance, etc.
- **Style** – How the Entrant is able to showcase their personal originality and technique to influence how the video is presented and interpreted.
- **Subject Matter** – Was the subject matter addressed in the narrative, performance and music (if applicable) in the video appropriately and represent the contest purpose and theme?
- **Story Telling** - Is the right story being told in line with the purpose of the contest?
- **Production** – The quality of the video including how smooth the transitions are, and whether the editing compliments the flow of content. Having that finished look. Was the Video Entry truly ready to be entered or were some finishing touches, edits still required?
- **Focus** – The video in its entirety should be in focus, as sharp focus is key.
- **Lighting** – How the Entrant was able to use and control light. Was the lighting applied in the video (manmade or natural) properly used to enhance the visuals? Is the entrant and images clearly visible, centered, in focus and without any glare? Was the video well-lit throughout filming and each shot properly exposed?
- **Background** – Is the background unappealing, messy, unattractive or distracting? Does it contain copyrighted materials?
- **Audio** – The audio/sound should be heard and the dialogue should be intelligible and dynamically balanced. The sound in all shots should have the same volume.
- **Music** – Music is allowed to be included in your video entry but ensure that it is appropriate (no explicit or foul language) and engaging to the listener. Due to copyright laws, videos cannot include music without Proof of Permission for use.
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## Click it or Ticket Video PSA

### Consent and Release for Use of Likeness

Effective as of the date shown below, approval for past use and permission for present and future use is being granted to the North Carolina High School Athletic Association, Inc. of 222 Finley Golf Course Road, Chapel Hill, North Carolina 27517 (mailing address: PO Box 3216 Chapel Hill, NC 27515-3216), (Email c/o Karen DeHart, Associate Commissioner for Development and Marketing: [Karen@nchsaa.org](mailto:Karen@nchsaa.org)) to use a photo, video or other image of NCHSAA/Click it or Ticket PSA Video Contest participants featured within the winning PSA videos. Permission is being given by the undersigned, \_\_\_\_\_, as more fully explained in this Consent and Release. The undersigned is (select one):

\_\_\_\_\_ The parent or legal guardian of an individual ("**Photographed or Filmed Party**") appearing in the NCHSAA/Click it or Ticket PSA Video from \_\_\_\_\_ High School.

\_\_\_\_\_ An adult ("**Photographed or Filmed Party**") appearing in the NCHSAA/Click it or Ticket PSA Video from \_\_\_\_\_ High School.

The undersigned states that he/she has the full legal authority to sign this Consent and Release on behalf of the undersigned and/or his/her child(ren), the Photographed or Filmed Party, and all parties related to the Photographed or Filmed Party.

The undersigned hereby grants to the North Carolina High School Athletic Association, Inc., its agents, employees, licensees, corporate partners, and successors in interest (collectively, the "**Released Party**") all ownership rights and the absolute and irrevocable right and permission to copyright use and publish the photographed or filmed likeness of the Photographed or Filmed Party (the "**Likeness**") that has been (or is being) obtained pursuant to this Consent and Release.

The Likeness may be copyrighted, used and/or published or shown individually or in conjunction with other photography or video works, and in any medium (including without limitation, print publications, public broadcast, CD-ROM format) and for any lawful purpose, including without limitation, trade, exhibition, illustration, promotion, publicity, advertising and electronic publication.

The undersigned represents and warrants that (i) no other party has been granted an exclusive license with respect to the Likeness and (ii) no other party's authorization or consent is required with respect to the permission granted to Released Party under this Consent and Release.

The undersigned waives any right that the undersigned or child (the Photographed or Filmed Party), or any party related to the Photographed or Filmed Party, may have to inspect or approve Released Party's copyright, use or publication or promotion of the Likeness, or the advertising copy or printed matter that may be used in connection with the copyright, use, publication and/or promotion of the Likeness. The undersigned, on behalf of the undersigned or child (the Photographed or Filmed Party), and any other parties related to the Photographed or Filmed Party, release the Released Party (and all persons acting under its permission or authority) from all claims of libel, slander, invasion of privacy, infringement of copyright or right of publicity, or any other claim) related to the Likeness (collectively, "Claims"). This release includes without limitation any Claims related to blurring, distortion, alteration, optical illusion, use in composite form, whether intentional or otherwise, or use of a fictitious name, that may occur or be produced in the processing or publication or promotion of the Likeness.

CERTIFICATION AND SIGNATURE: I certify that the information provided is correct and that I have carefully read, understand and accept the terms of the NCHSAA/Click it or Ticket Consent and Release. My signature indicates my understanding and assumption of the risks and my/my child's voluntary participation in this contest and or use of Likeness in publications and/or promotions.

**SIGNATURE PAGE TO FOLLOW**

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Parent or Guardian Print Name

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Student (child) Print Name

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Parent or Guardian Signature

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Student (child) Signature

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Date

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Date

(Parent or Guardian please complete)

Mailing address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Alternate phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_ @ \_\_\_\_\_

Student's Age: \_\_\_\_\_

I have completely read and understand all the rules and regulations for the contest.

Parent/Guardian's Signature: \_\_\_\_\_ Date: \_\_\_\_\_