



2023-2024 “Be Reel!” Video Contest Rules and Guidelines (Revised with changes and additions. Please read thoroughly!)

ALTHOUGH IT’S NOT REQUIRED, PLEASE **PRE-SIGN UP THROUGH THIS [PRE-ENTRY LINK](#)** FOR THE VIDEO CONTEST, WHICH GIVES STREET SMARTS AN IDEA FOR PRIZES AND AMOUNT OF ENTRIES. **THANK YOU!**

The Street Smarts “Be Reel” Video Contest gives San Ramon Valley students the opportunity to showcase their knowledge of traffic safety by producing public service announcements (PSAs) that educate their friends, family, and community. As a component of the Street Smarts Program, the video contest aims to raise awareness about traffic safety issues to both the students participating in the contest and those who view their work.

Middle school and high school students are eligible to participate, with a **separate contest for each grade level**: Grades 6 - 8 and Grades 9 – 12. Entries will be judged and awarded separately.

Middle school and high school students can work together; however their entry will be judged in the high school category. Participants can be individuals or a group of up to four students and win prizes by creating a 60 to 90 second PSA on this year’s **Video Contest Theme**:

“Safety First!”

Video Submission Due Date: Friday, March 1, 2024 by 4:00 p.m. uploaded to: **HIGHTAIL LINK:** <https://spaces.hightail.com/uplink/streetsmarts>.

- ***The overall message of your video should emphasize the theme of “Safety First!” by conveying a positive safety message that inspires children and adults to be safe and have courtesy of others while walking or riding a bike on trails, neighborhood streets, to and from school, and in and around the community.***

Consider the following of presenting education on what to do correctly, RATHER than what not to do!

- Present how to properly walk and/or ride on the trails and streets in the community.
- Research and present ideas on how to be a proper pedestrian or bike rider and showcase in your video.
- Demonstrate how to pass someone on the trail, when riding your bike.
- Demonstrate how to properly exit the car in front of the school .
- Explain and demonstrate how to fit a helmet properly – see video below for instruction.
- Demonstrate how to communicate, on a bike, with hand signals.
- Explain how to communicate with eye contact using hand gestures as a pedestrian and bike rider.

IMPORTANT: Use of helmets need to be properly fitted, strapped, and snapped. Videos will be deducted points if the helmet is not strapped properly. Please view a **new** instructional helmet fitting video: [Proper Helmet Fitting Video](#).

EXCITING Prizes for HIGH SCHOOL students! (Divided by up to 4 team members)

1 st prize:	\$ 300 in Amazon Gift Cards
2 nd prize:	\$ 200 in Amazon Gift Cards
3 rd prize:	\$ 100 in Amazon Gift Cards

EXCITING Prizes for MIDDLE SCHOOL students! (Divided by up to 4 team members)

1 st prize:	\$ 300 in Amazon Gift Cards
2 nd prize:	\$ 200 in Amazon Gift Cards
3 rd prize:	\$ 100 in Amazon Gift Cards

All students, parents, and school administrators are invited to attend the **Street Smarts "Be Reel!" Video Contest Awards Ceremony**, (TBD in March 2024) where finalists, winners, and prizes will be announced and presented by local elected officials.

WHAT ARE THE JUDGES LOOKING FOR?

All videos will be reviewed by the Street Smarts Program Advisory Committee to select the top qualifying videos, who will advance to the next round of judging by video production professionals.

Each video will be evaluated based on:

- Content: Does it follow the theme and is it persuasive?
- Creativity: Does it hold their interest?
- Video Production: Can it be viewed and heard clearly?

WHAT ARE THE VIDEO REQUIREMENTS?

Submitted videos must be within the following guidelines:

- **Length:** 60 – 75 seconds maximum length
- **Size:** Compressed exported video should not exceed **100MB**
- **Quality:** High Definition (720p)
- **Format:** MP4 or WMV format
- Audio: **Dialogue should be understandable and clear.** The sound in all shots should have the **same volume** throughout video.
- **List the members** of the video production team in a “Credits” section at the end of the video.
- **Feature the Street Smarts logo** at the beginning and/or prominently throughout the video (logo available online at [Street Smarts Logo](#)).
- Use a creative **Video Title and NOT “Street Smarts” or the Theme Name: “SAFETY FIRST”**.
- **No use** of copyrighted material is allowed, including background music or graphics. (See below: **What types of music can I use?** for clarification).
- Videos **must not contain** inappropriate or explicit images nor the use of profanity.
- **List the Street Smarts Program public partners** in the video credits (see below).

City of San Ramon
Town of Danville
County of Contra Costa Districts 2 and 3
San Ramon Valley Unified School District
San Ramon Valley Fire Protection District

WHAT ARE THE ENTRY REQUIREMENTS? (Also review Do's and Don'ts below)

- Complete **ONE ENTRY FORM** per video and **ONE RELEASE FORM FOR EACH PARTICIPANT**.
- *While there are no limitations on the number of people who can participate in the video, only the students on record as the official video production team members (1 to 4) will be eligible to receive prizes.* One entry per team or individual.
- Each student participating in the contest **must be listed** on the official Entry Form and have a separate Release Form. **PLEASE PRINT CLEARLY!**
- Find a Video Advisor (parent, or teacher) who is 18 years or older, and list this person on the Entry Form.
- A completed Release Form is required for:
 - Each student under 18 who is involved in the production of the submitted video; and Other children under 18 who appear in the submitted video.
 - A parent signature **is required on all Release Forms** or the video submission will not be considered for contest.
- **LABEL ALL FORMS!** Exported video should be **saved with the VIDEO TITLE that matches the Entry Form and Release Forms**. Entries that are **labeled incorrectly** may receive a deduction of points. Example of Video Labeled “Crossing Corners;”
 - Video Upload Name on attachment: **“Crossing Corners”**
 - Forms/releases with Video Name: **“Crossing Corners Entry Form”**
 - Release Form with Video Name and Student Last Name: **“Crossing Corners – Smith”**
 - It is the **STUDENT’S** responsibility to make sure the forms and video entry are labeled correctly.
- **SUBMIT ALL ATTACHMENTS** (Release Forms and Entry Form) **TOGETHER AND ONLY ONE TIME. DO NOT SEND SEPARATELY!**

WHAT MUSIC CAN I USE?

Your video cannot contain ANY music that you do not own or have permission to use. See the section “Trademark and Copyright Frequently Asked Questions (FAQ)” later in this document.

WHO CAN ENTER?

Any middle school student (grades 6-8) and/or high school student (grades 9-12) attending a public or private school within the San Ramon Valley Unified School District (SRVUSD) boundaries, or who is a resident within the SRVUSD boundaries, can enter the contest. Contest participants are not required to attend a SRVUSD school to be eligible to enter.

HOW DO I ENTER?

1. Be sure to read the full “Rules and Guidelines” (this document!).
2. Download and complete the **Entry Form and Release Forms – AVAILABLE January 2024.**

Upload the completed forms and video to **Be Reel! Video Contest 2022-23 – HIGHTAIL LINK at <https://spaces.hightail.com/uplink/streetsmarts>.**

Please do not email the videos. **UPLOAD ALL FORMS AND VIDEO to the Hightail link saved with the video name** according to the video requirements listed above.

Visit Video Contest Top Winners to view past year’s finalists and top placed videos!

DO:

- Make sure voices **can be heard clearly and consistently**.
- Speak slowly and clearly so that all your words are understood by the audience and the judges.
- Make sure background music or sounds do not interfere with any spoken dialogue.
- Make sure screen text, size and display are readable.
- Cover the traffic safety information clearly, concisely, and responsibly.
- Have fun with different settings and scenarios by being funny and creative!

DON'T:

- Include matter that is subject to copyright in the video, except where it can be demonstrated to comply with applicable laws. *This includes music created and owned by others.* (See the upcoming section “What types of music can I use?” for more information).
- Include pictures or implication of “death” or people being killed.
- Include children under 18 in the video unless they have completed a Release Form.
- Film on private property unless you receive permission from the property owner(s).
- Place any member of the production team, or any member of the public, in imminent danger, while making the video.
- Include any obscene or indecent matter in the video.
- Include libelous or slanderous matter in the video.

If this video is produced within the structure of an organization or a class, do not violate any additional rules, operating policies or procedures (which may be more stringent than the limitations described above) so long as these rules, operating policies or procedures are in compliance with applicable law.

Street Smarts reserves the right to determine if the rules and guidelines are followed.

More Questions?

Visit www.street-smarts.com or contact the Street Smarts Coordinator at dpita@sanramon.ca.gov.

VIDEO PRODUCTION TIPS & SUGGESTIONS

Tips when shooting a video:

1. **Allow an extra couple of seconds before and after** your footage clips. This ensures that speech does not begin or end too abruptly. If too long, it can be trimmed in editing.
2. **Use a variety of camera shots to add drama**, such as a high shot (looking down) followed by a low shot (looking up) can add interest. A tight shot often adds sincerity or emphasis.
3. **Utilize special effects** that enhance the video or display your creativity and skill.

Trademark and Copyright Frequently Asked Questions (FAQ)

What does Copyright mean?

It means the right to copy. Only the owner or creator of the work is allowed to produce or reproduce the work or permit anyone else to do so. Copyright is restricted to the expression of an idea, such as a video, but does not extend to the idea itself.

Copyright includes such things as: books, pamphlets, magazine articles, posters, poems, pictures in films or TV shows, videos, plays, screenplays, scripts, music only, words and music, paintings, drawings, maps, photographs, and sculptures.

Not covered by copyright are such things as: names or slogans, short phrases and most titles, such as song titles, and factual information. However, some may be covered by trademarks, such as a Giants or Warriors t-shirt or logo.

What is a Trademark?

Trademarks are used to identify the difference between products of one person or company from those of another. You cannot use things like slogans, names of products, distinctive packages or unique product shapes, such as the Nike symbol, or a t-shirt or cap with the symbol on it, a business sign in the background, a TEAM shirt, a specific car make or model.

What types of music can I use?

1. Original music, lyrics or score, created by you
2. Generic music that is included as part of your video production software
3. Music from a composer or writer with approval, including by email
4. The use of downloaded music from an online music store such as iTunes is NOT allowed

What pictures can I use?

1. Original photos taken by you are okay, provided they do not contain trademarked or copyrighted material that you would need permission to use. Also, you need consent from the people in photos you have taken. Using a photo taken by someone else also requires permission from the photographer, as well as any trademarked or copyrighted product permission.
2. Purchased or free photos from a stock house or graphic house can be used. For more information, go to Google and search for "free stock photos."
3. Pictures in print publications, like those in a magazine or on a poster, require permission from the originator, because they are copyrighted. For example, using pictures from magazines (e.g., *Newsweek*, *The New Republic*) is not allowed as those pictures are copyrighted and were purchased to use just in that magazine. Using a poster or sign produced by a company or government is NOT allowed, unless you obtain permission from the originator.

What is Public Domain?

A public domain work is a creative work not protected by copyright and which may be freely used by everyone. This is because:

- (1) the term of copyright for the work has expired
- (2) it is something produced by the government

In the case of government materials, it is still best to check with the originator. Material available on the Internet is NOT considered to be in the public domain. Facts from the Internet can be used, but pictures, music, etc., are restricted.

What is the Release Form?

This form is necessary to allow the Street Smarts Program, and its partnering agencies such as CTV and CCTV, to obtain the rights to the use of the video for other purposes, such as producing a compilation video of the winning entries.

When I get the Release Form signed, am I signing away my right to own the video?

Yes, the Street Smarts Program, and its participating public agencies, will then own the copyright and can use the video in any manner whatsoever. However, you can use it for a resume or personal use, but NOT commercial use.

***Thank you for participating and supporting
San Ramon Valley Street Smarts Programs!***