



Gerald R. Ford
Presidential
Foundation



Vander Laan
Family Foundation



Judges



Contest Rules, Tips, and Guidelines for Grades K-8

The Meijer Great Choices Junior Film Festival is open to all Michigan classrooms grades K-8. Each classroom may submit more than one public service announcement. With today's technology it's easy for students of all ages to create quality videos with small video cameras to using a cell phone.

Entries should be submitted by one classroom teacher. Only one prize will be awarded per category per classroom. Students in a classroom may use video or animation that is not copywritten to communicate their :30 PSA message.

VERY IMPORTANT TIP! Know Your Audience! Please select the category and target audience for your PSA. The target audiences for this competition are students in grades K-6. Your PSA message should be age appropriate. When producing a video for younger audiences remember to keep it simple. Please remember that younger children cannot read fast so do not include lot of written copy in your PSA when targeting this audience. The film festival committee and legacy partners encourage students to demonstrate making great choices and keeping your videos positive!

All entries must be submitted with a signed talent release form for each individual appearing in the video. This includes any on-camera actors and voiceover announcers. (this form can be found under the registration and forms button.) The schools are responsible for keeping these talent release forms.

No alcohol, drugs or tobacco can be consumed during the making of your public service announcement. P.S.A.'s that contain dangerous stunts, unsafe driving, vomiting or toilet scenes will be disqualified. You can dramatize the drinking of alcohol; use of drugs or tobacco with a non-alcoholic beverage or fake props but the container/cigarette or prop cannot touch the lips of the actor. Nothing can be consumed or smoked. Concentrate on making your message a positive one. Any video that does not adhere to these rules will be disqualified.

No brand names: All brand name labels should be removed from props and clothing.

You may not use any images or videos that have copyrights. This includes: copywritten photographs, video and film footage, animation, photos from the internet or printed materials. All movie, videogame and television footage is protected by law and cannot be used.

No copyrighted music can be used. If you purchase music for your video, you must include the proof of purchase with your submission. There are several websites where you can download copyright free music. If you do use products from these sites, please send a copy of the purchase receipt.

You may not use images of tombstones with legible names and dates on them.

Entries submitted will not be returned. They may be duplicated edited and exhibited for educational or promotional purposes. Make a copy of your project before you submit it to the Meijer Great Choices Film Festival.

See below for video submission information.

Meijer Great Choices
c/o Van Singel Fine Arts Center
8500 Burlingame SW
Byron Center, MI 49315
Administrative: 616.878.6801
Fax: 616.878.6820

www.meijergreatchoices.com

K-8 Classroom Video submission process:

The Meijer Great Choices Junior Film Festival is open to all Michigan classrooms grades K-9. Each classroom may submit more than one public service announcement (PSA) video. However, a classroom can only place once in each category. **Entries should be submitted by the classroom teacher - :30 maximum.**

Only one prize will be awarded per :30 PSA entry. Classroom students and their teachers may use video or animation to communicate their PSA. Please note that copywritten materials or music are not allowed.

1. **VERY IMPORTANT TIP! Know your audience!** There are three topics to focus your PSA – Healthy Living, Building Character, and Celebrating Diversity. Choose one of these topics, then write and produce your PSA geared toward a K-6 student audience. When producing a video for younger audiences remember to keep it simple. *Remember that younger audiences cannot read fast so do not include lot of written copy in your PSA when targeting this younger audience.* Please note that the judges and film festival committee reserve the right to move entries to a more appropriate category. The film festival committee and legacy partners encourage classroom students to demonstrate making great choices and keeping your videos positive!
2. **Have fun writing and producing your classroom video.** There are many websites that can help you produce your video. Ask your teacher for guidance.
3. **Talent release forms:** Entries that have actors or the filmmaker in the video, must include signed talent release forms from each individual appearing in the video. This includes any on-camera actors and voiceover announcers. (download the talent release form located on the Meijer Great Choices Junior Film Festival web page under “To Do List”). Talent release form(s) are the responsibility of the school from which the video is submitted and must be kept on file by the school and or classroom teacher.
4. **VIDEO RULES and GUIDELINES:**
 - A. **No alcohol, drugs or tobacco** can be consumed during the making of your public service announcement. P.S.A.’s that contain dangerous stunts, vomiting or toilet scenes, unsafe driving or other dangerous activities will be disqualified. You can dramatize the drinking of alcohol; use of drugs or tobacco with a non-alcoholic beverage or fake props but the container/cigarette or **prop cannot touch the lips of the actor.** Nothing can be consumed or smoked. Concentrate on making your message a positive one. Any video that does not adhere to these rules will be disqualified.
 - B. **No brand names:** All brand name labels should be removed from props and clothing.
 - C. **You may not use any images that have copyrights.** This includes: photographs, film footage, animation, photos from the internet or printed materials. All movie, videogame and television footage is protected by law and cannot be used.
 - D. **You may not use images of tombstones with legible names and dates on them.**
 - E. **No copyrighted music can be used.** If your group purchases music for the classroom video, the teacher must include the proof of purchase with your submission. There are several websites where you can download copyright free music. If you use products from these sites, please fax (616.878.6820) or email a copy of the purchase receipt.
5. **When you have completed your video PSA, go to the Meijer Great Choices Junior Film Festival web page to register and upload your video online.** It’s easy, once you are on Meijer Great Choices Junior Film Festival page, click on “Upload your video”.
6. **Registration fee:** There is no registration fee to submit a video for K-8 classrooms.
7. **Important deadlines:**
 - a. **February 1-March 1, 2019** – Register and upload your classroom video(s)
 - b. **March 4-29** – On-line voting period
 - c. **April, 2019** – winners announced

d. **May, 2019** – Award letters and classroom grants will be mailed. Please note: Winning schools will be required to fill out a W9 Tax Form.

8. **Promote your video** – It is the responsibility of the classroom students and teachers to promote their videos to secure voting. Use social media such as Facebook, Twitter, and more to contacts family, friends, and school staff to encourage them to vote for your PSA. You can vote more than once, but not more than once per video per day. Those with the most votes - win special classroom grants!
9. **Classroom Grant Awards:** Three 1st place awards of \$500 each, three 2nd place awards of \$200 each, and three 3rd place awards of \$200 each for top votes. There will also be three Judges Choice \$200 Grants awarded. Teachers will receive their notification and checks in May. Winning classes will be invited to the June 1, 2019 Meijer Great Choices Film Festival award ceremony at the Van Singel Fine Arts Center in Byron Center, MI.