

## Contest Rules, Tips, and Guidelines for students in grades 9-12



Gerald R. Ford  
Presidential  
Foundation



Vander Laan  
Family Foundation



VAN SINGEL  
FINE ARTS CENTER

Judges



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

The Meijer Great Choices Film Festival is open to all Michigan High School Students grades 9 through 12. Each contestant may submit more than one public service announcement (PSA) video. *For teachers in grades K-8, please check out the Meijer Great Choices Junior Film Festival.*

1. **Entries should be submitted by one individual.** Only one prize will be awarded per entry. Student may use video or animation to communicate their P.S.A. You may list the names of your partners but we will not issue multiple awards for one video.
2. **VERY IMPORTANT TIP! Know Your Audience! Please select the category and target audience for your PSA.** There are three topics to focus your PSA – Healthy Living, Building Character, and Celebrating Diversity. Choose one of these topics, then, choose your target audience. There are two audiences to focus your message - students in grades K-6 or older students in grades 7-12. Be sure that your PSA message is 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 younger audience. Also, the K-6 audience do not operate vehicles so please do not choose this audience if your topic is drinking and driving or other topics more appropriate for an older student 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 students to demonstrate making great choices and keeping your videos positive!
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. The talent release form is located under the “To Do List” on the high school film festival web page. Talent release form(s) can be uploaded along with your video to your school’s assigned Google Shared file.
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 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 use products from these sites, please send a copy of the purchase receipt or upload with your video.
5. **Register your video online at the Meijer Great Choices website. Please do not fill out the on-line registration form until you are ready to upload your video.** After you register, ask your teacher to email [kathyrichards@bcpsk12.net](mailto:kathyrichards@bcpsk12.net) to set up a Google Shared Drive for you and your teacher to upload your PSA videos and talent release forms. If you are homeschooled, ask your parent to set up the Google shared drive.
6. **Registration fee:** Register and pay **\$5 if submitted by January 18** or **\$10 if register and pay by February 8, 2019.** Mail the registration fee (along with all talent release forms if not uploaded) and any proof of permission to use copyrighted music. Be sure a copy of your registration form or name/address/PSA title accompanies your registration fee. Checks should be payable to: Meijer Great Choices Film Festival. **Mail to:** Meijer Great Choice film Festival, c/o Van Singel Fine Arts Center, 8500 Burlingame SW, Byron Center, MI 49315. Schools may send one check for all student entries. We can also accept Mastercard, Visa and Discover. To pay by credit card call 616.878.6801 (Mon-Fri, 9am-2pm) or 616.878.6803 (Mon-Fri, 12-5 pm).
7. **Registration deadlines:** Early discount deadline is Friday, January 18, 2019 and pay only \$5 per entry. Videos/registrations received after January 18 will be charged \$10. Final deadline is Friday, February 8, 2019. Videos/registration received past the final date will be disqualified.