

# RULES

All of these rules must be followed. No exceptions.

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## AWARDS\*

1st place - \$1000 will be awarded to the high school attended by the creators of the winning video.

2nd place - \$600 will be awarded to the high school attended by the creators of the second place video.

3rd place - \$400 will be awarded to the high school attended by the creators of the third place video.

*\*The awards and contest are sponsored by Electronic Engineering.*

## ENTRY REQUIREMENTS

- Teams are students in grades 9-12. One entry per school attendance center (high school.) School districts with multiple high schools may submit one per school.
- Each team will create a 90 second or less video based on the theme #IASchoolsafety. All entries must reflect this theme.
- Inappropriate content is portrayal of anything illegal for use by minors or in violation of local board policy.

## VIDEO REQUIREMENTS

- Reference the Iowa School Safety Alliance (ISSA)
- Include ISSA's logo and website [iowaschoolsafety.org](http://iowaschoolsafety.org).
- Include the theme #IASchoolsafety
- The theme should focus on the mission of the ISSA with emphasis on mitigation. The mission is to *Assist schools in preparing for, mitigating, responding to and recovering from natural and man-made threats and incidents.*
- Sample topics could be identification of external or internal threats such as a student with a weapon, intruder, hazardous material spill outside the school, etc. The topics should not be focused on bullying, harassment, etc. For guidance on simple solutions, check the Bulletins on [iowaschoolsafety.org](http://iowaschoolsafety.org). Some examples may be
  - Reporting threats and other illegal activities
  - Community/student watch activities
  - How students can help keep school facilities safe
  - Practicing fire, tornado and lockdown drills
  - How students should be prepared for an emergency at school
  - How does a student's attitude impact safety and how can that be changed
  - All content must be original work. No violations of copyright or trademark law accepted.
- The video must be the work of students with only minimal guidance from a teacher and then only for technical assistance or guidance on the appropriateness of the message.
- The video must only use or recommend high impact, low cost topics or suggestions. Topics should be easily transferable to and implemented in any school building in Iowa.
- While you may identify participating students in the credits, do not use real names or identify students by other than a false name in the actual video. When posting, the credits will likely be erased unless further consent is obtained beyond the one necessary for the actual submission of the video.

## Marketing

- Students may promote their video using social or other types of media. Those using social media should document the usage and submit it as part of the entry.
- Students may develop a marketing plan to be submitted with the entry.

## **VIDEO SUBMISSION**

- Entries must be uploaded to YouTube and the link sent to Nicole Proesch, Chair, Iowa School Safety Alliance, Iowa Department of Education Legal Consultant, at [nicole.proesch@iowa.gov](mailto:nicole.proesch@iowa.gov). Questions, contact Mary Gannon, Member, Iowa School Safety Alliance, at 515.281.4042. Students will be informed when their entry is received.
- Video submission deadline – Friday, September 23, 2016.

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## JUDGING CRITERIA

Judging will be based upon the following criteria:

- Communication of the theme – how well the entry expresses the theme #IAschoolsafety
- Creativity – how innovative and artistic the entry is
- Production – how well the entry is directed, written, edited and finished
- Marketing – how well the entry is presented to fellow students, parents, the community

## About the Contest

This is a video contest, sponsored by the Iowa School Safety Alliance. It is for Iowa high school students, grades 9-12. In a creative way, this competition provides an opportunity for students to learn the importance of school safety issues and, particularly, the role of students in ensuring their facilities are safe.

The Iowa School Safety Alliance (ISSA) was established in 2012. Participating organizations include the Iowa Department of Homeland Security & Emergency Management, Iowa Department of Education, Iowa State Education Association, Iowa Association of School Boards, School Administrators of Iowa, American Institute of Architects – Iowa Chapter, Iowa Pupil Transportation Association, School Safety Managers, School Resource Officer and at-large members.

The mission of the ISSA is to

*Assist schools in preparing for, mitigating, responding to and recovering from natural and man-made threats and incidents.*

We want to ensure students, staff and visitors are safe inside of school facilities or on school grounds should a natural or man-made disaster impact the school. Our focus is to educate educators, architects, emergency management, contractors, law enforcement, first responders and many others on how best to design and protect school facilities with the ultimate goals of minimizing the impact on students and others.

## Video Release Form

A copy of this form must be submitted by each person who created the video and/or anyone who appears in it. In signing this release, I give the Iowa School Safety Alliance (ISSA), permission to use, publish, display and/or reproduce any video/recorded voice/photographs in which I appear, including the right to edit or use a portion or all of the video/recorded voice/photographs for promotional publications, promotional materials and/or other program-related purposes via the Internet or in a public educational setting deemed appropriate by the ISSA.

I also understand that I will not be paid for appearing in the video. There is no time limit on the validity of this release, nor is there any geographic or technological limitation on where this video may be distributed and/or displayed. By signing this form, I acknowledge that I have completely read and fully understand the above release and agree to it. I hereby release any and all claims against any person or organization utilizing this video for educational purposes.

Full Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

School Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

If this release is obtained from a student, then the signature of the student's parent or legal guardian is also required.

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

Questions about this form should be directed via email to [mary.gannon@iowa.gov](mailto:mary.gannon@iowa.gov).

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**ENTRY FORM - TERMS AND CONDITIONS**

Please Print Title of Entry \_\_\_\_\_

Name of School/School District \_\_\_\_\_  
\_\_\_\_\_

Name(s) of Video Producer(s) \_\_\_\_\_  
\_\_\_\_\_

Names of Actors \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

School Address \_\_\_\_\_

School Employee Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Students are solely responsible for their video production – this includes getting the appropriate releases (posted on the same page as this form) for all persons who appear on camera. For students, a parent/guardian must sign the form as well.

The use of original music or royalty-free music is strongly recommended. Proper release forms must be submitted for music with a copyright along with the submission of the video. This form and all releases, along with the video on a thumb drive, must be submitted via the web link which will be sent to Nicole Proesch, [nicole.proesh@iowa.gov](mailto:nicole.proesh@iowa.gov).

ALL STUDENTS MUST ALSO READ AND SIGN THEIR NAMES AT THE BOTTOM OF THIS FORM\* I have read the submission rules and guidelines and accept all terms of participation in ISSA Student Video Contest.

Full Name Signature/Date \_\_\_\_\_

Full Name Signature/Date \_\_\_\_\_

Full Name Signature/Date \_\_\_\_\_

Full Name Signature/Date \_\_\_\_\_

**Add more lines as needed**

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