

Phi Beta Lambda (PBL) Promotional Video Production Contest

Digital video has become a prominent and effective way of conveying new ideas and products. This contest has been created by the 2008–09 PBL National Officer Team to encourage members to develop a promotional and/or recruitment video for PBL.

Eligibility

Any Phi Beta Lambda member may submit an entry created by an individual or by a team of two or more members from any active local chapter, on record in the national center as having paid dues by April 1 of the current school year.

Video Subject

Create a promotional digital video to promote PBL to current FBLA members and potential members; highlight PBL activities, and provide an overview to the PBL program. Suggested areas to highlight but not required or limited to are: membership benefits, national web site, NFLCs, SLCs, NLC, IFL, local and state projects, community involvement, philanthropy, networking, leadership training, and business education.

The presentation may include, but is not limited to, elements such as graphics, pictures, music, voice over, sound, and text.

Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- A. Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- B. U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

Guidelines

- Presentations must address the given topic. Student members, not advisers, must prepare presentations.
- Presentations should be at least two and no more than four minutes in length.
- Entries may be created in any video editing program, but must play on a standard CD or DVD player. The program must include a player or viewer to run the production.
- The production may use any method to capture or create moving images. Cameras can include traditional camcorders or mini-DVD format.
- It is recommended royalty free music be used, but it still must be documented the music is royalty free.
- Entries must be accompanied by a readme file noting software used, clearances obtained, sources of information, references, and instructions of running the presentation. References should be put in the separate readme file and not on the video.
- Submit two CDs or DVDs to be received at the national center for judging by April 1. CDs or DVDs must be labeled with participant's name, school, state, and clearly labeled "Phi Beta Lambda Promotional Video Production Contest."
- Videos submitted become property of FBLA-PBL, Inc., and they will not returned.

Judging

Submitted videos will be viewed and prejudged by the national officer team following the ranking sheet. Finalists will then be posted on YouTube to be viewed and reviewed by PBL members from across the country. Finalists will then be judged with the PBL Promotional Video Production Contest Rating Sheet using the comments on YouTube. The winning video will be announced at the National Leadership Conference.



PBL Promotional Video Production Contest

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme properly developed	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards desired audience	0	1-5	6-10	11-15	
Copyright laws have been followed and permissions are cited in readme file	0	1-2	3-4	5	
Presentation is clear and concise	0	1-5	6-10	11-15	
Effective use of innovative technology	0	1-3	4-7	8-10	
Proper use of grammar, spelling, and punctuations	0	1-3	4-7	8-10	
Presentation					
Presentation is clear and concise	0	1-5	6-10	11-15	
Presentation includes an effective opening, body, and conclusion	0	1-3	4-7	8-10	
Transitions are effective and appealing	0	1-3	4-7	8-10	
Audio and visual elements coordinated and complimentary	0	1-3	4-7	10	
Audio editing is good quality and an appropriate volume	0	1-3	4-7	10	
Proper use of video technology: Video uses multiple camera angles, is smooth, steady, and in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-5	6-10	11-15	
Presentation effective at motivating audience to action	0	1-7	8-14	15-20	
YouTube (posted by PBL National Officer Team)					
Response from PBL members are encouraging and supportive	0	1-7	8-14	15-20	
					/200 max.