



Davis Community Television

Be Phone Wise!

Video Contest Guidelines

Excited about your new phone but overwhelmed by the bill? Confused about how to buy a new cell phone? Kids are getting their first cell phones at younger ages, and older generations buy new services. Yet phone bills and the choices of phone plans and phones themselves can be confusing or downright misleading!

This is an opportunity for Davis students, grades 4-12, to help provide our community with important public service information about phone bills and cell phones, while spotlighting their creativity!

Working in groups of up to four, students produce 60-second (or shorter) videos on the topic below, competing for prizes in two age group categories: Grade 4-8 and Grade 9-12. Prizes include:

First Place (Grades 9-12): \$250!

Plus free entry into Western Access Video Excellence Awards, a DVD of entries, & showcased on regional cable channels, and on our website!

First Prize (Grades 4-8): \$250!

Plus free entry into Western Access Video Excellence Awards, a DVD of entries, & showcased on regional cable channels, and on our website!

Second Place (Grades 9-12): \$100

Plus free DVD of entries & showcased on regional cable channels, and on our website!

Second Place (Grades 4-8): \$100

Plus free DVD of entries & showcased on regional cable channels, and on our website!

Honorable Mentions (Grades 9-12):

Free DVD of entries & showcased on regional cable channels, and on our website!

Honorable Mentions (Grades 4-8):

Free DVD of entries & showcased on regional cable channels, and on our website!

Who can enter?

Any student who will be entering grades 4-12 in School Year 2012-13 can enter with their parent or guardian's permission.

Judging Criteria

Judges are looking for students to creatively demonstrate awareness of consumer rights around cell phone issues. Videos must focus on either one of the following topics to be eligible for prizes:

- **Tips for Buying Cell Phones!**
- **What is Cramming?**

(For more information about the topics, including detailed descriptions of the topics and potential ideas, please visit: "dctv.davismedia.org/phonewise")

Each video will be evaluated on:

(50%) Content: Does it demonstrate the topic persuasively?

(25%) Creativity: Does it hold the audience's interest?

(25%) Video Production: Can the audience clearly see and hear the video?

Winners will be announced within 10 business days, as well as announced in the Davis Enterprise.

In addition, all entries will be featured on Davis Media Access Local Cable Channel 15, on DCTV web sites, on social media. First place winners will be entered in the Western Access Video Excellence Awards (WAVE).

How do I enter?

Read the guidelines and information at <http://davismedia.org/content/phonewise> to learn the topics of the contest. Complete the attached entry form or download one from that site. Make sure it is complete and submit the entry form along with a 60-second or less DVD made on your own by **July 19, 2012** to:

Davis Media Access, 1623 Fifth St., Davis, CA, 95616.

Davis Media Access can provide temporary equipment access for any student or group that does not have access to their own video-making equipment. Use of DMA equipment is limited to on-site use and subject to the rules of our facility. Contact Jeff Shaw at 530-757-2419 ext. 14 for more information.

Participants should brainstorm ideas before attempting to make a video. Sketching a draft storyboard helps groups agree what to do before they begin. Production tips, including how to storyboard, can be found here:

<http://del.icio.us./davismedia>.

Do's	Don'ts
<ol style="list-style-type: none">1. Do make sure that each individual or team member completes an entire Entry Form and make sure it is signed by a parent or guardian;2. Do submit a 60 second (or shorter) video on a DVD;3. Do include a list of credits of the video production team as part of the video;4. Do feature a one of the topics in the video;5. Do be creative (and being funny helps)!6. Do understand that if you use any of DMA's equipment, you are financially responsible for equipment returned in damaged condition (other than normal wear and tear), or equipment which is lost or stolen.	<ol style="list-style-type: none">1. Do not place any member of the production team, or any member of the public, in imminent danger, while making the video;2. Do not include any obscene or indecent matter in the video;3. Do not include libelous or slanderous matter in the video;4. Do not include matter which is commercial, or subject to copyright, except where it can be demonstrated to comply with applicable laws, in the video.

Videos that incorporate any of the "Don'ts" are automatically disqualified. DMA reserves the right to determine if the rules and guidelines are followed.

Questions? Contact Davis Media Access Production Manager Jeff Shaw at 757-2419 ext. 14