



NM DECA PROMOTION EVENT

- Purpose:** To encourage DECA members to analyze the general public's understanding of DECA and to use technology to produce a visual promotion announcement that informs the community about NM DECA.
- Description:** In this event, teams consisting of one to two (1-2) members will produce a 30-second visual promotion announcement. The video will promote NM DECA, bring awareness to NM DECA, or educate the public about NM DECA.
- Rules and Procedures:** Competitors in this event must be members of DECA.
- The video must be recorded on a DVD/USB Flash Drive. The DVD/USB Flash Drive should be recorded at standard play. If a USB flash drive is used, the team should ensure the video is in Quicktime format. It is the team's responsibility to assure that the video is broadcast quality and will plan on a standard DVD player or computer. The DVD/USB flash drive must be labeled with the team members names.
- The video must be original with the teams drawing upon artistic, musical, written, and technical skills to create an original production. Running times will be considered as first fade/visual/sound to the last.
- The beginning of the video may include a title. The end of the video may include credits for the team members or DECA chapter. Teams may use creativity when adding the title and credits to the video. The title and credits will be counted in the 30-second time limit.
- The video on the DVD/USB flash drive must be 'show ready' which may include a black lead at the beginning and end of the video. The black lead and end is optional and does not count as part of the 30-second length of the video.
- The team will choose the genre (comedy, drama, documentary, musical video, etc.) and target audience they think will work best with their video to promote NM DECA.
- The work on the video must be completely accomplished by team members. They may receive instruction in filming and editing from an outside source, however, the actual filming, editing, and all production steps must be accomplished by team members. This does NOT include the actors. Actors may or may not be members of the team. Advisors must sign the Validation Form, found in these guidelines, verifying that only team members worked on the production of the video.

If you are using ANY kind of music or copyright protected logos or material (including trademarked products) in the video, you and your chapter advisor are responsible for obtaining all necessary releases and meeting all legal requirements. Written permission to use copyright protected material in your video must be included with the Copyright Form and submitted with the video.

The video must be shown at the team's school, in the community, on a local TV station, and/or on social media. The accompanying Air Date Form in these guidelines must be completed and submitted with the video.

Teams will bring a portable DVD player or laptop computer (running on battery power) to play their video for the judges. Teams will have up to 5 minutes for their presentation. The time begins as soon as the team enters the room.

After the video has been shown, teams should describe their creative process, public use of the video, how they think the video will change the public's opinion, actions or feelings about NM DECA.

All team members must take an active role in the presentation.

After the presentation, the team will provide the DVD/USB flash drive to the judges along with the various forms required.

The DVD/USB flash drive, the Air Date Form, the Validation Form, Copyright Form and all Permission Letters will become the property of NM DECA and will NOT be returned to the team after the event. By entering this event, the competitors grant permission for the airing of their video on the various social media sites for NM DECA and the website.



NM DECA PROMOTION EVENT AIR DATE FORM

Please complete this form and submit it with your DVD/USB Flash Drive. Videos without all required forms, will be assessed penalty points. No faxed forms will be accepted. Type or print clearly. Duplicate this form if space for additional air dates is needed.

Video Title:

School Name:

Air Date and Time:

Location:

If posted online, URL:

Comments

Signature

Organization/Station Representative, School Admin

Title

Name (printed)

Video Title:

School Name:

Air Date and Time:

Location:

If posted online, URL:

Comments

Signature

Organization/Station Representative, School Admin

Title

Name (printed)



NM DECA PROMOTION EVENT COPYRIGHT FORM

Please complete this form and submit it with your DVD/USB Flash Drive. Videos without all required forms, will be assessed penalty points. No faxed forms will be accepted. Type or print clearly.

Video Title:

School Name:

Did this video include the use of any copyrighted-protected music, logos, images, characters or symbols?

Yes No

If YES, please explain and attach permission forms, copy of royalty-free music source, etc.

Signatures of Team Members and Date

1.

2.



NM DECA PROMOTION EVENT VALIDATION FORM

Please complete this form and submit it with your DVD/USB Flash Drive. Videos without all required forms, will be assessed penalty points. No faxed forms will be accepted. Type or print clearly.

Video Title:

School Name:

Team Members

1.

2.

I verify that only team members worked on the production of this video and that all team members are dues paying member of DECA in good standing (excluding actors). I understand and have explained to the team that this provision has been included to prevent any type of professional assistance in completing the video. I believe that all work in this video is the original work of team members, and that the team has fulfilled all requirements for this event, which includes compliance with applicable copyright laws and adherence to the event guidelines.

Signature of Chapter Advisor

Printed Name of Chapter Advisor

Date



NM DECA PROMOTION EVENT VIDEO AND PHOTO RELEASE FORM

Please complete this form and submit it with your DVD/USB Flash Drive. Videos without all required forms, will be assessed penalty points. No faxed forms will be accepted. Type or print clearly. This form to be filled out for each student who is in the video and for each member of the team.

Video Title:

School Name:

Team Members

1.

2.

I _____, parent/guardian of _____ give permission for my child to be photographed, videotaped, and/or interviewed by representatives and/or employees of NM DECA for educational or promotional purposes. I authorize the use and reproduction by NM DECA of any and all photographs and/or video of my child, without compensation to me/my child. All of these photographs/videos shall be the property, solely and completely of NM DECA. I waive any right to inspect or approve the finished photographs/videos, and the soundtrack, script or printed matter that may be used in conjunction with them.

Signature of Parent/Guardian

Printed Name of Parent/Guardian

Home Address

Date



NM DECA PROMOTION EVENT—Judge Instructions

- Submission:** The following forms are required: Air Date Form, Copyright Form, Validation Form and Video and Photo Release Form. All required event forms and the DVD/USB Flash Drive must be submitted by the team during their presentation and will NOT be returned.
- Audience:** The topic is broad in an effort to give team members flexibility and creativity in developing their video. The video should draw attention to NM DECA in a way as to promote knowledge of the organization and its' mission.
- Copyright:** The use of recorded music in the video is not covered by the Fair Practice Act or any educational exemption. Teams should purchase royalty free music if they use recorded music in their video.

Royalty free music is usually stock, instrumental music purchased for a single fee, with no subsequent royalties. There are a number of website that sell royalty free music and sound effects. A school media center or TV production class may have royalty free music that can be used. A team may work with a local TV/radio station or video production company, for example, to purchase royalty free music.

Permission is not required if a brief portion of copyrighted material is viewed incidentally (i.e. during the panning of a crown, someone is seen holding "People" magazine. If the camera were to zoom in on this person to emphasize the magazine, it is no longer considered incidental and permission must be sought). Symbols, logos, characters, etc. that are trademarked must have a letter of permission to use (unless they are "incidental").

Permission is granted for chapters to use the NM DECA logo in the video.

DECA chapters are required to act responsibly and follow all applicable copyright laws in the production of the video.



NM DECA PROMOTION EVENT Scoring Rubric

Items Evaluated	Points Possible	Points Awarded
A. POINTS FOR FOLLOWING GUIDELINES		
Video not longer than 30 seconds Total time for presentation, including the video, did not exceed 5 minutes Copy of video provided on DVD/USB Flash Drive Completed Air Date Form, Copyright Form and Validation Form, Video and Photo Release form provided	20 or 0	
B. Technical Quality		
1. Exposure/Focus/Color (sharp images, good lighting)	4 3 2 1 0	
2. Audio (balanced background music, silence used effectively, clear audio)	4 3 2 1 0	
3. Editing/clean transitions/synchronization	4 3 2 1 0	
4. Camera technique/Composition (movement, appropriate angles)	4 3 2 1 0	
C. Content		
1. Effectiveness (captures attention, the critical message stands out, evokes emotion, important information)	4 3 2 1 0	
2. Treatment (effective for target audience)	4 3 2 1 0	
3. Creativity and originality	4 3 2 1 0	
4. Realistic visual imagery provided	4 3 2 1 0	
5. Talent (actors believable and realistic)	4 3 2 1 0	
6. Writing (words on screen must be clear, appropriate and accurate)	4 3 2 1 0	
7. Video leaves audience wanting to know more	4 3 2 1 0	
D. Presentation Content		
1. Effectively described the creative process	4 3 2 1 0	
2. Effectively described the public use of the video	4 3 2 1 0	
3. Effectively described how the video will change the public's opinion, actions, or feelings	4 3 2 1 0	
4. Through the presentation, the team demonstrated a clear understanding of the purpose for the video	4 3 2 1 0	
E. Presentation Delivery		
1. Voice (pitch, tempo, volume, quality)	4 3 2 1 0	
2. Stage presence (appearance, poise, posture, eye contact, enthusiasm)	4 3 2 1 0	
3. Diction and pronunciation	4 3 2 1 0	
4. Effective use of video to support the presentation	4 3 2 1 0	
5. All team members took an active role in the presentation	4 3 2 1 0	
Total points—100 maximum		