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United Way

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LIVINGSTON COUNTY UNITED WAY CAMPAIGN VIDEO CONTEST CRITERIA

Focus of Video

- Local needs, local services provided by the Livingston County United Way (LCUW), its partners, building a stronger community, Live United are a few ideas
- The Livingston County United Way looks at this contest as an experiential learning opportunity for area high school-aged youth.

Music Selection

- Any song incorporated into video must be copyright free or have appropriate song-writer / publisher approval with no cost incurred to either the LCUW or the local school district.
- Music from any song located in public domain, on-line legitimately legal and free music downloads, are acceptable.
- LCUW must approve music selection prior to integrating into video.

Photo Consent

- Photo consent forms must be signed by all persons showcased in the video, with original copies submitted to the LCUW.

Who Can Participate

- Any Livingston County high-school aged resident

Compensation

- The marketing class / school district gives LCUW full approval to use the video in all marketing capacities for the organization, with no monetary compensation expected by either the class or district.

Contest Judging

- The winning video will be selected by a committee of area marketing, human resource professionals, and our local video producer at BIG/PDQ.

Recognition

- The LCUW will host a pizza party for the winning class and/or team of the 2010 Campaign Video Contest. In addition, there will be much public recognition for the students, the classes involved in these projects, and their school district.

Timeline

- Weeks of Jan. 25 / Feb. 1st – Contest announced to area schools
- By March 15th – Music selections submitted to LCUW for preliminary approval
- By April 15th – Completed student videos provided to the LCUW
- By May 1st – LCUW committee judges video submissions and makes final determination of winner.
- May 1st – June 1st – Winning video production team works with the LCUW staff and its video production company to ensure mass production capability of video
- By June 1st - Final video is announced to public and showcased on LCUW website. Mass production of copies of videos takes place.

Contact Information

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www.lcunitedway.org



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