



Missouri AfterSchool Network's Video Contest 2017 "Afterschool Works!" INFORMATION PACKET

Lights, camera, action! This year, the Missouri AfterSchool Network (MASN) invites afterschool youth of all ages (kindergarten thru 12th grade) to plan, film and edit their own video about the importance of afterschool programs. Afterschool programs are defined as any program held outside of the typical school-day that support positive youth development – this includes programs held before school, after school, on the weekends, and throughout summer! These youth-serving programs are incredibly valuable to families and communities. Did you know about 32% of Missouri's K-12 youth are responsible for taking care of themselves afterschool? The research shows youth are more likely to engage in risk-taking behaviors between the hours of 3-6pm. Afterschool programs provide safe, fun and enriching opportunities that complement the school day as well as build self-esteem and develop life-long skills in youth. For more information about the benefits of afterschool programs, visit our website www.moasn.org or www.afterschoolalliance.org/research today.

Theme: The overall theme of the video should be **"Afterschool Works!"** Our challenge to you is to depict how afterschool programs work by creating a commercial or Public Service Announcement that highlights one or more of these major themes:

- (1) Keep Youth Safe
- (2) Help Working Families
- (3) Inspire Learning

There is a lot of great information specific to these three components that can be accessed at <http://moasn.org/policy-and-research/> or www.afterschoolalliance.org/research.

Messaging: We want parents, families, community members, and legislatures to understand why our afterschool programs are necessary to the safety and academic success of youth today. Visit the Afterschool Alliance's webpage (www.afterschoolalliance.org) for research-based information about the necessity, the benefits, and the prevalence of afterschool programs. Your video should creatively portray one or more of the following messages:

- "Afterschool works" to:
 - Keep youth safe
 - Help working families
 - Inspire learning

Technical Requirements: *Youth actively involved in an afterschool program (defined in the first paragraph of this information sheet) are responsible for the planning, producing, and editing of the video.* Videos should not exceed three (3) minutes in length. In order to assure viewing capability, please be save the video in one of the recommended formats to either a CD or a thumb drive and then mail to MASN. Please save your video in one of the following formats:

- .wmv
- .mpg

Judging: Videos will be submitted to the age category of the youth who create the video. Those categories are Elementary (Kindergarten thru 5th graders), Intermediate (6th thru 8th grade), and High



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School (9th thru 12th grade). Youth-serving programs of all types are invited to participate! This contest is only open to afterschool programs in the state of Missouri. A winner from each age category will be chosen. **Winning videos in each age category will receive \$500 for their afterschool program!**

Videos will be judged by a panel of judges involved in afterschool in a variety of capacities including, but not limited to afterschool providers, directors, coaches, administrators, and advocates. See page 8 for the judging rubric. To qualify for judging, the video must pass Tier 1 with an answer of "yes" to all the questions. If it passes, it will receive a numerical score from the Tier 2 formula. An average score of all judge's individual scores will be calculated to determine the video's final score.

- Tier 1 – Does the video meet all basic expectations?
 - Maximum three (3) minutes
 - Submitted on-time
 - Appropriate material (relevant to theme and messaging)
- Tier 2 – How does the video score in the following elements?
 - Creativity (20% of total score)– how unique is the messaging and video content
 - Memorability (35%) – how memorable is the video
 - Impact of Messaging (35%) – how well are the messages communicated to the audience
 - Production (10%) – how well is the final product produced, in regards to sound, editing, and planning

Submission: Ready to start planning? Read this submission checklist carefully to ensure you don't miss a step!

- Send Intent to Submit Form to the Missouri AfterSchool Network (see page 3)
- Send parental information/permission sheets home with students (see page 4)
- Have parents complete the permission form (see page 5)
 - Full Parent/Participant Permission form for each student involved in the video-making
 - Media Release form for each student on film (see page 6)
- Complete the program information submission form (see pages 7 & 8)
- Save your video in a recommended format to a CD or a thumb drive
 - *Please note: Submissions to MASN will **not** be returned.*
- Package the student permission forms, the program information form, and the video and mail:
Missouri AfterSchool Network
Attn: Video Contest 2016-2017
1110 S. College
Columbia, Missouri 65211
- After you've mailed your package (we recommend sending it certified to ensure it gets there!), and submit an electronic entry form to (hansoncb@missouri.edu). This way our team will be sure to keep an eye out for your entry.
- Once your video package is received, you will receive an e-mail confirmation.

2017 Contest Timeline:

- December 1, 2016 – Contest announced
- January 31, 2017 – Letter of Intent due to MASN Offices.
- April 7, 2017 – Submissions due to MASN office (must be received *in office* no later than 5 pm)
- May 11, 2017 – Winners announced and notified at the final quarterly meeting of the year.



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INTENT TO SUBMIT FORM MISSOURI AFTERSCHOOL NETWORK 2017 VIDEO CONTEST

Potential contestants may send "Intent to Submit" for the Missouri AfterSchool Network video contest by January 31, 2017. This will help the MASN adequately plan for contest judges in order to have the submissions reviewed and judged in a timely manner. It is not required to submit an "Intent to Submit" in order to submit a video.

This notice is not binding and by submitting an "Intent to Submit" letter, a potential contestant may, at a later date prior to the deadline, decide not to submit an entry.

Program Submission:

Name of School District/Organization/Agency Submitting: _____

Name of Afterschool Program: _____

Potential number of total entries (videos): _____

Potential age categories (age of students *creating* the video): _____

Designated Contact Person:

Name: _____

Title: _____

Phone: _____ E-mail Address: _____

Mailing Address: _____

Any questions related to the submission process can be submitted to Casey Hanson (573-882-9665):

Missouri AfterSchool Network
Re: Video Contest
1110 S. College – Room 130
Columbia, Missouri 65211

By e-mail at:
hansoncb@missouri.edu



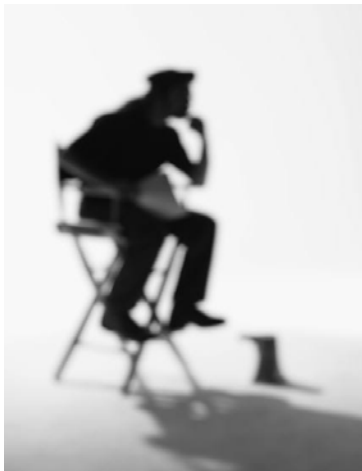
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PARENT & PARTICIPANT INFORMATION

Lights, Camera, Action! : This year, the Missouri AfterSchool Network invites afterschool youth of all ages (kindergarten thru 12th grade) to plan, film and edit their own video about the importance of afterschool programs. Afterschool programs are defined as any program held outside of the typical school-day that support positive youth development – this includes programs held before school, after school, on the weekends, and throughout summer!



Background: These youth-serving programs are incredibly valuable to families and communities. Did you know about 32% of Missouri's K-12 youth are responsible for taking care of themselves afterschool? The research shows youth are more likely to engage in risk-taking behaviors between the hours of 3-6pm. Afterschool programs provide safe, fun and enriching opportunities that complement the school day as well as build self-esteem and develop life-long skills in youth. For more information about the benefits of afterschool programs, visit afterschoolalliance.org/research and moasn.org today.



Contest Basics: Videos for this contest are to be planned, directed, and edited by youth of afterschool programs. Youth are invited to demonstrate the theme of "Afterschool Works!" by communicating how afterschool works to keep kids safe, help working families, and inspire learning. **The winning video from each age category will win \$500 for their afterschool program!**

The Missouri AfterSchool Network retains the right to edit and/or combine video content submitted. For example, video clips from three different entries may be combined to create a video used on the MASN website, or used to create CDs mailed to legislatures. All videos submitted must have signed approvals from participants and families acknowledging their approval for participation, judging, and viewing.



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PARENT & PARTICIPANT PERMISSION FORM

This form must be completed by each student assisting with the planning, filming, or editing of the final video submitted to the Missouri AfterSchool Network.

Student Information:

First Name: _____ Last Name: _____ MI: _____

Afterschool Program he/she is currently participating: _____

Sponsoring School/Organization: _____

Current Grade Level: _____

I understand that any written, video, artwork, electronic file, or other materials submitted to demonstrate my ability to communicate afterschool issues may be used without further permission by the Missouri AfterSchool Network (MASN), and/or its partners such as the Missouri Department of Elementary and Secondary Education, Extended Learning. For example, quotations from an essay or a clip from a video may be posted to the MASN website to promote the importance of afterschool.

Student Signature _____ Date _____

Parent/Guardian Information:

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: (____) _____ Cell Phone: (____) _____

Email Address: _____

Preference for communication: Home Phone ____ Cell Phone ____ Email ____ Mail ____

As a parent/guardian of _____, I understand that he/she is participating in the MASN's 2017 Video contest. Additionally, I understand that my child may be photographed, videoed and/or quoted while participating in the 2017 Video Contest and that any written, video, artwork, electronic file, or other materials submitted to demonstrate his/her ability to communicate afterschool issues may be used without further permission by the Missouri AfterSchool Network, Missouri Department of Elementary and Secondary Education and/or the National Afterschool Alliance. For example, quotations from an essay or a clip from a video may be posted to the MASN website to promote the importance of afterschool.

Parent/Guardian Signature _____ Date _____



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MEDIA RELEASE FORM

This form should be completed for each youth captured on film or voice-recorded in the final product submitted to the Missouri AfterSchool Network.

The Missouri AfterSchool Network (MASN) and our partners work to promote the development of quality out-of-school time activities through the provision of professional development for staff, technical assistance for programs, and system support. In carrying out these activities, the organizations often produce publications such as educational brochures, booklets, and videos with important information for youth development professionals and programs.

Your child's afterschool program is submitting a video to the Missouri AfterSchool Network's Video Contest. This video highlights the important role that afterschool programs play in keeping kids safe, supporting working families, and inspiring children to learn. All submitted videos may be distributed widely including, but not limited to being posted on the internet, played over public broadcasts, or saved to DVDs that are passed out at events such as the annual Child Advocacy Day in Jefferson City.

By returning the form below, you acknowledge that your child may be included in video or other images and agree to the use of their image. Please sign and return this consent to your afterschool program.

Media Release Parent Permission – *Return this portion*

I give the Missouri AfterSchool Network (MASN) and their partners permission to take, or have taken, and use photographs and/or videos of my child, _____.

I authorize the Missouri AfterSchool Network (MASN), their advertising agencies, and associated partners to use the photos and/or videos for the purpose of promoting the fields of School-Age/After-School and Youth Development.

I hereby grant the unconditional right to use and reproduce the photographs and/or videos and to circulate and publicize the photographs and/or videos by all means, including, but not limited to newspaper articles, audio video productions, brochures, pamphlets, conference displays, and web sites.

Child's First and Last Name

Afterschool Program Name

School/Organization

Parent Signature

Date



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AFTERSCHOOL PROGRAM VIDEO SUBMISSION FORM

One form for each video should be completed and submitted with the final video.

Video Information:

Video submitted for which age category? (Based on ages of students who created the video, not necessarily the ages of students included on film).

___ Elementary (Kindergarten thru 5th grade)

___ Intermediate (6th thru 8th grade)

___ High School (9th thru 12th grades)

Afterschool Program Information:

Afterschool Program Name: _____

Sponsoring School or Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Program Coordinator/Contact Person: _____

Phone: (_____) _____

E-mail Address: _____

As the director of _____ (afterschool program), I am aware that current afterschool students are submitting a video to the Missouri AfterSchool Network's 2017 Video Contest. I acknowledge all students participating have completed the appropriate permissions including media release forms. Additionally, I understand that any written, video, artwork, electronic file, or other materials submitted to demonstrate youths' ability to communicate afterschool issues may be used without further permission by the Missouri AfterSchool Network, Missouri Department of Elementary and Secondary Education and/or the National Afterschool Alliance. For example, quotations from an essay or a clip from a video may be posted to the MASN website to promote the importance of afterschool.

Program Director Signature _____ Date _____

Printed Name _____



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**AFTERSCHOOL PROGRAM VIDEO SUBMISSION FORM (p.2)
SPONSORING SCHOOL DISTRICT/ORGANIZATION PERMISSION FORM**

School District/Organization: _____

District/Organization Main Address: _____

City: _____ State: _____ Zip: _____

District Phone: (_____) _____ Website: _____

As the authorized administrator of _____ (school district/organization), I am aware that current afterschool students are submitting a video to the Missouri AfterSchool Network's 2017 Video Contest. I acknowledge the program has permission to participate in the 2017 Video Contest. Additionally, I understand that any written, video, artwork, electronic file, or other materials submitted to demonstrate youths' ability to communicate afterschool issues may be used without further permission by the Missouri AfterSchool Network, Missouri Department of Elementary and Secondary Education and/or the National Afterschool Alliance. For example, quotations from an essay or a clip from a video may be posted to the MASN website to promote the importance of afterschool.

Authorized School/Organization Administrator Signature

Printed Name

Position/Title

Date _____



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JUDGING RUBRIC

Tier 1 – Does the video meet all basic expectations? (Yes/No)

- Maximum three (3) minutes
- Submitted on-time
- Appropriate material (relevant to theme and messaging)

Tier 2 – How does the video score in the following quality components?

Creativity (20% of total score) – how unique is the messaging and video content?			
4	3	2	1
Video is original, creative, and unique.	Video has some original thought and is moderately unique.	Video has little original components.	Video has no original components.

Memorability (35%) – how memorable is the video?			
4	3	2	1
Viewer is captivated by video, will remember the message, and wants to learn more about the topic.	Viewer will remember the video but may or may not want to learn more about the topic.	Viewer is distracted by various elements included in the video and will not remember.	Viewer does not understand the video or the message included.

Impact of Messaging (35%) – how well is the overall message communicated to the audience?			
4	3	2	1
Viewer is left with a clear understanding of the message and knows how they can support the cause; Video is applicable to a variety of audiences (parents, educators, legislatures, etc.)	Viewer has a good understanding of the message; Video is applicable to a small variety of audiences.	Viewer has fair understanding of the message; Video is applicable to a specific audience only.	Viewer does not understand the message; Unclear who the target audience is.

Production (10%) – what is the overall quality of production in regards to sound, editing, and planning?			
4	3	2	1
Video is well-planned with smooth transitions and editing. Sound is balanced and easy to hear and understand. All components of video support the overall message and intent of video.	Video is well planned with a good attempt at transitions and edits. Sound is easy to hear. Most components of video support the overall message and intent of the video.	Video is somewhat planned. Transitions and edits are choppy. Sound is difficult to hear at times. Some components are distracting to video intent.	Video is not well planned and has poor editing. Sound is of poor quality and many components distract from video intent.