



DOG VIDEO – CONTEST – 2012

The New York State 4-H Dog Program needs your help in creating videos that will inspire community involvement and educate the public about pet population issues. Help us share your passion, your creativity and your ideas with others! Young film makers (age 8 -19) will have an opportunity to have their original work displayed at the NYS Fair **August 23 – September 3, 2012. Entries are due July 16, 2012!**

Who may enter? Youth currently affiliated with any CCE 4-H Youth Development Program in New York State. Individual and group entries will be accepted. A limit of one entry per person or group will be accepted - with a group consisting of up to 4 people.

Eligibility: Contestants must give permission for their work to be displayed and used for publicity.

What? Video submissions must be **at least 60 seconds and no longer than 3 minutes from start to finish including credits.** Entries must also be relevant to the NYS 4-H Dog Program. Videos may be humorous or serious as long as they focus on a canine global impact theme. **Acceptable video file formats are .avi or .wmv.** Although several free video editing tools exist on line, only PC formats are available for evaluating entries.

Suggested Categories: Dogs in the Neighborhood, Human-Dog Bonds, 4-H Dogs in Action, Companions and Friends, Dogs Around the World, Dogs at Work. These are just suggestions. Let your creativity be your guide.

Videos will be evaluated on the following criteria, by a panel of 4-H educators, leaders, or dog video enthusiasts. 1. Clarity of expression ie: logical sequence, smooth transitions and edits; 2. Original thought and perspective; 3. Technical quality ie: smooth camera movement, varied close-ups, visual appeal and volume control; 4. Compliance with contest rules.

Winners: Top students will be awarded an opportunity to have their work displayed in public venues. Winners will be announced at the NYS Fair in the Dog Science (Cynology) Display in the Youth Building. Forms of broadcast may include but are not limited to streaming on the NYS 4-H Dog website, YouTube, Video Blog, etc. By submitting an entry, participants grant all rights, title and interest to Cornell University in broadcasting but still maintain ownership of the video concept. Participants are responsible for materials and information used in

the video and must properly acknowledge and credit sources. The NYS 4-H Program is not responsible for copyright errors made in the videos.

Subject: The subject matter must include a dog - any breed or mix.

Submission/Technical Detail Requirements:

- **Media-** all entries must be submitted on a USB flash drive or burned to a DVD and clearly labeled.
- Send hard copy video files with entry and release forms.
- For technical specifications, contestants are advised to follow YouTube guidelines for posting videos, which can be found at http://www.youtube.com/t/howto_copyright
- **All entries must include a dog theme.**
- **Length: minimum 60 seconds. Maximum 3 minutes.**
- **Size:** Please send highest quality version possible. **Acceptable file formats are .avi or .wmv**
- **1 entry per person or group will be accepted. (4 members maximum in a group)**
- Each entry must have a completed Entry Form along with a **signed release form for every person appearing in the video.**
- For submissions by groups, each individual must submit a release form.
- **All received materials will become the property of Cornell University including USB drives and DVD's.**
- **Videos must comply with copyright rules and regulations.** Sources of information and materials used (ie. music) must be properly acknowledged and credited in the video and on the entry form. Entries containing violence, profanity, and/or offensive images will be disqualified.

A Side Note: Contestants may create their own YouTube account and email link to friends; however, a link to a video on YouTube will not be evaluated. Entries must be received as an actual video file and entry and release forms must accompany a hard copy version.

Suggested Curriculum Resources: National 4-H Filmmaking Studio

<http://www.4-h.org/resource-library/curriculum/4-h-filmmaking-studio-and-workshop/>

For helpful tips about copyright responsibilities and related policies see:

http://www.youtube.com/t/howto_copyright

Cornell University's Copyright Information Center

<http://www.copyright.cornell.edu/>

United States Patent and Trademark Office – Kids' Pages

<http://www.uspto.gov/web/offices/ac/ahrpa/opa/kids/index.html>

4-H Name and Emblem Use Policy:

http://www.national4-hheadquarters.gov/emblem/4h_name.htm

Google Privacy Policy: <http://www.google.com/intl/en/policies/privacy/>

NYS 4-H Dog Program

2012 YOUTH DOG VIDEO – Contest!

Entry Form (Page 1 of 2)

VERY IMPORTANT - Submissions will only be considered if they meet these criteria:

1. Full name and age of person submitting video:

2. For Group Submissions - Full name(s) and age(s) of person(s) submitting video (no more than 4):

3. 4-H Club/County affiliation:

4. Complete address (for UPS delivery and USPS 1st Class mail):

5. Telephone number:

6. E-mail Address (if applicable):

7. Please submit a video entry title.

8. File Type and Size of Video

9. File Name

10. Video References and Citations (for copyright purposes):

11. Reason for Participation/Future Goals

12. Describe how you believe this video might be used ie: educate the public, educate 4-H members, promote 4-H activities, demonstrate skills, train others, etc.

13. A **signed release form** must be submitted **for every person appearing in the video.**

Videos must be submitted as .avi or .wmv files on a flash drive - or DVD compatible with a PC via regular mail:

Postmarked by Monday, July 16, 2012 to:

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