

**Florida Future Educators of America  
Annual State Conference**

**“Shape the World...Teach!”**

**January 25-27, 2019**

# **Inside Our Schools Competition**



**SHAPE THE WORLD...**

**TEACH!** 2019 **FFEA**

# Inside Our Schools Competition Entry Form

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Chapter Name: \_\_\_\_\_

Chapter Address: \_\_\_\_\_  
Street

\_\_\_\_\_

City

District

Zip Code

School Telephone: \_\_\_\_\_

School Fax: \_\_\_\_\_

Advisor's Name: \_\_\_\_\_

Advisor's Email: \_\_\_\_\_

Advisor's Cellular Number: \_\_\_\_\_

School Category:    High (\_\_\_\_)                      Postsecondary (\_\_\_\_)

**The undersigned certify that the Inside Our Schools video was designed by student member(s).**

**Chapter President** \_\_\_\_\_ **Date** \_\_\_\_\_

**Chapter Advisor** \_\_\_\_\_ **Date** \_\_\_\_\_

# FFEA Inside Our Schools Competition

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## OVERVIEW:

According to the [Megan Meier Foundation](#), “Approximately 1 in 4 youth are affected by bullying during the school year negatively impacting millions of children, parents, and individuals in our schools and communities.” [Bullying](#) and [cyberbullying](#) can shape a student’s world by creating a reality that is riddled with negative and perhaps distressed feelings towards their school community.

This is a chapter competition. Chapters will develop a 3-5 minute video to highlight **one tolerance/character education initiative** that their school and/or school district is using to promote **a unified, equitable and safe school environment**. The video of the **initiative** should appeal to anyone looking for ways to **promote and ensure a welcoming, inviting, inclusive and safe school environment**.

## ELIGIBILITY:

- Each chapter may submit only one video.
- Videos are to be created by student members.

## GUIDELINES:

- Collaborate as a chapter to brainstorm the **ways in which your school is promoting tolerance and acceptance**.
- Choose one **tolerance/character education initiative for your chapter**.
- Observe the **tolerance/character education initiative in action in various settings**.
- Conduct research on the **initiative** and interview local education leaders (teachers, principals, assistant principals, dean’s, coaches) about the **initiative**.
- Highlight your experiences with the **tolerance/character education initiative**, as well as the personal opinions of those interviewed in your video.
- Length: 3 to 5 minutes; points will be deducted for videos that do not meet the length requirement.
- Multimedia elements must adhere to copyright and fair use guidelines. **Submissions that include ANY copyrighted music, footage, or images will NOT be accepted**. Entries that violate copyright or fair use guidelines will be disqualified (please see additional information on page 4).
- Student creator(s), sponsoring teacher(s), and the source of any non-original, multimedia elements (images and sounds), and permissions must be identified in the credits (credits may be provided as a last, single frame).
- Include a title screen (may be a single frame) with the title of your project and school and/or chapter name.
- By submitting your video, you are releasing publication and talent presentation rights to the Florida Department of Education and are certifying that the work is free of copyright violations. All accepted submissions may be featured on the Florida Department of Education’s website.
- Only one submission per chapter is permitted.
- **The video must be submitted via a YouTube link (please see the directions on page 5).**

## SCORING:

- The video will be scored using the attached rubric. The maximum total number of points possible is **16**.
- The first, second and third place winners will be announced during the closing session on Sunday.

## DEADLINE:

Submit the completed entry form and YouTube link for the completed video to the FFEA State Coordinator by email ([EdRecruit@fldoe.org](mailto:EdRecruit@fldoe.org)) no later than **Friday, November 16, 2018**.

# FFEA Inside Our Schools Competition

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## USE OF COPYRIGHTED MATERIAL:

The video you submit for the Florida Future Educators of America's **Inside Our Schools** competition must be an original work. No copyrighted material (music, images, etc.) or trademarks (company names, logos, brands, etc.) may be used unless you own or have a license to use the material for this contest. **Written permission must be obtained and provided with your video submission for all copyrighted or trademarked materials.**

Music purchased from Amazon or iTunes for listening DOES NOT include the rights to sync your images and repackage as a video. Those rights are called synchronization rights and commercial music sync rights are expensive. Some people assume that the use of commercial music for nonprofit or school use is 'fair use' and that is not true. The 'fair use' exception to copyright is rather limited and does not include a submission to the Florida Future Educators of America's **Inside Our Schools** competition.

If you want to get permission to use copyrighted music, you can visit <http://www.copyrightkids.org/> to find out more about how to write a letter to make the request. The site includes sample letters and links to music publisher contacts. There are several sources of music for videos, some of which are free and others that have to be purchased.

## Music you create yourself:

- Garage band —<http://www.apple.com/ilife/garageband/>
- Music generators —<http://www.anticulture.net/MusicGenerators.php>

## Commercial music tracks that can be bought for use as background track:

- <http://www.aircraftmusiclibrary.com/>
- <http://www.killertracks.com/>

## Creative Commons agreement music:

- <http://creativecommons.org/legalmusicforvideos>

Keep in mind that 'Creative Commons' licensing is not necessarily free music. There are usually attribution or credit requirements and the artists may specify what kinds of works their music may be used.

## FFEA Inside Our Schools Competition

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### CREATING A YOUTUBE LINK:

1. Go to [www.Youtube.com](http://www.Youtube.com).
2. Create a YouTube account by clicking  at the top right of the screen. You can use a Gmail account that you already have to create your account.
3. Click the  at the top right of the screen to upload your video.
4. When the upload screen pops up, be sure to click the dropdown arrow to change it from public to unlisted. See the picture below.
5. Click the arrow in the picture below to select your video file to upload.



Step 5



### Select files to upload

Or drag and drop video files

Unlisted ▾

Step 4



6. Select the video file you would like to use for your submission.
7. Wait for your video to completely upload. You will receive a link to your video submission.
8. Email the completed link along with your entry form to [edrecruit@fldoe.org](mailto:edrecruit@fldoe.org) on or before Friday, November 16, 2018.

## FFEA Inside Our Schools Competition Scoring Rubric

Chapter Name: \_\_\_\_\_ Total Points: \_\_\_\_\_ out of 16

Is the school name and/or chapter name clearly identified? YES      NO

Are the copyright and/or fair use guidelines adhered and identified in the credits? YES      NO

*If you answered "no" to any of the questions above, do not continue with the scoring process.*

Points Available	Accomplished 4	Commendable 3	Developing 2	Needs Improvement 1
<b>Content</b>	The video is comprehensive with extensive research, provides an in-depth explanation, and is expertly organized.	The video shares research on the <b>initiative</b> , provides an explanation, and is organized.	The video is on-topic, but inconsistent with the research, explanation, and organization of the chosen <b>initiative</b> .	The video struggles to stay on-topic and does not provide research or an explanation of the chosen <b>initiative</b> .
<b>Clarity</b>	Throughout the video, the chosen <b>initiative</b> is the focus. Understanding of the strategy is evident through clear, specific, and compelling language and storytelling.	The chosen strategy is mostly the focus. Clearer and more specific language and storytelling would increase the understanding of the chosen <b>initiative</b> .	The video is inconsistent in its delivery about the chosen <b>initiative</b> .	The video is confusing or unclear about the chosen <b>initiative</b> .
<b>Creativity</b>	The video conveys its message in creative and inventive ways that expertly maximize the engagement and impact for the audience.	The video employs creative ideas to convey its message though the choices do not maximize the impact for the audience.	The video would benefit from more inventive or creative choices to better engage the audience.	The video needs significant improvement in order to engage the audience.
<b>Professionalism</b>	The video production value (picture and sound quality, editing, composition) reflects professional-caliber work.	The video production value (picture and sound quality, editing, composition) reflects student-caliber work.	The video production value (picture and sound quality, editing, composition) reflects developing work.	The video production value (picture and sound quality, editing, composition) is limiting and distracting.

Is the video between three and five minutes in running time? YES      NO (If no, minus 2 points from total score)