



# CTE Month

## Public Service Announcement Contest - Pilot

### Rules and Guidelines

#### What is the goal?

To promote career and technical education by creating a video public service announcement (PSA) incorporating the CTE Month logo and 2018 tagline, "Celebrate Today, Own Tomorrow!"

#### Who can enter?

The contest is open to secondary and postsecondary CTE students in film and video production classes or in other CTE courses. Students may enter as individuals or as a group.

#### What do I win?

Montana ACTE will announce the winning PSA by February 1, 2018, and will notify the winners individually. The school CTSO that the winning student or team attends will receive \$500. The school that the second-place student or team attends will receive \$250. First- and second-place videos will be publicized on the Internet through Montana ACTE social media channels and shared with Montana ACTE's members to use during CTE Month in their schools and local areas. Winning PSA will be recognized at state CTSO events. **Note:** Winning entries must meet a score of a minimum of 70 to be considered.

#### What's required?

- Video entries must be 29 seconds in length.
- Entries must incorporate the CTE Month 2018 [logo](#) and 2018 tagline into the PSA video. [Email us](#) if you would like to request a different image format.
- Entries must incorporate the following message, presented as text on-screen and/or spoken by talent: "Learn more about career and technical education at [www.ctemonth.org](http://www.ctemonth.org)", and must display the CTE Month web address on screen: [www.ctemonth.org](http://www.ctemonth.org).
- Successful entries will NOT say "learn more about Montana ACTE or ACTE" or reference the Association for Career and Technical Education by name in the PSA. The videos are not intended to be an advertisement for ACTE, but a PSA for career and technical education.
- Successful entries will use no other logos or web addresses in PSAs.
- Entries that contain music, images, or other copyrighted media must be accompanied by proof that the creators of the entry have the expressed permission of the original copyright holder.
- Submissions must adhere to the technical specifications listed below.

### **Submitting your PSA entry:**

- PSA submissions must be completed by January 1st, 2018 at 5 p.m. EST.
- Sound cannot be over 0 dBFS.
- Videos must be submitted in .mp4 or .mov format.
- Videos must be in 16:9 aspect ratio.
- PSAs can be submitted in standard or high definition.
- In addition to the 29 seconds of video content, please include at the beginning of the video 5 seconds of black, followed by 5 seconds of bars and tones, and then a slate with the title, the name of your school and the year, **2018** (names of video creators and participants optional.) The slate should be on the screen long enough for it to be read comfortably by viewers.
- PSAs are to be submitted via [Dropbox](#). Participants should create a Dropbox account free of charge, upload their submission, and email the link to [mbranger@huntley.k12.mt.us](mailto:mbranger@huntley.k12.mt.us).
- Participants must submit a [talent release form](#) from each participant whose image and/or voice is used in the PSA. Students under 18 must have a parent's or guardian's signature on the form.
- To finalize a submission, email the video link and talent release forms to [mbranger@huntley.k12.mt.us](mailto:mbranger@huntley.k12.mt.us). A phone number and mailing address for at least one contact must also be provided. This contact can be the educator responsible for the students who submitted the video and the mailing address can be the school's.

### **Who will be judging my PSA?**

PSAs will be judged by the Membership/Public Relations Committee of Montana ACTE, who will evaluate submissions according to an impartial rubric. The three highest scoring entries will be shown to Montana ACTE's Executive Board of Directors prior to 2018 Montana ACTE Fall Institute, and winners will be notified before the conference. All entrants are encouraged to share their PSA with their community, school and friends.

### **What's the fine print?**

Montana ACTE retains the copyright on any submitted material and reserves the right to use the material in any way or format it sees fit. Montana ACTE is not responsible for lost, damaged, incorrectly encoded, incorrectly uploaded, mislabeled or misdirected entries. Entries will not be returned and will become the property of Montana ACTE. Entries cannot be used for any commercial activity.

Additionally, your use of the CTE Month 2018 logo and tagline for this PSA does not authorize you to use it for any other purpose. If you would like to use the logo and tagline for anything else, please read our [Logo Use and Restriction Agreement](#) and follow all regulations therein. If you would like to use the logo for a purpose *not* covered in that agreement, [email us](#) for permission.

### **Do you have any tips for my PSA?**

The first step for making a great PSA is to learn about career and technical education (see the next section)! In addition, the winning videos for the CTE Month 2018 Video PSA Contest should strive to:

- Engage and inform about CTE in Montana.
- Show that CTE leads to a successful career for Montana students.
- Show the role of CTE in a strong national and state economy.

- Depict a variety of CTE fields in Montana.
- Depict the diversity of students involved in CTE in Montana.
- Show CTE as relevant to the general public
- Incorporate the CTE Month 2018 logo and tagline, the CTE Month web site address and the message about CTE Month as defined above (see the “What’s required?” section above).
- Be technically well-made and suitable for broadcast on the internet.

### **How can I learn more about CTE?**

Learn what CTE is and what kinds of courses it encompasses with ACTE’s [“What is CTE?”](#) page and our [Fact Sheets](#):

- Learn about the effectiveness of CTE in preparing students for further education and careers.
- Learn how investment in CTE yields positive results for communities in Montana and around the country.
- Think about the role of CTE in the state economy: CTE students grow up to become highly skilled technicians, medical professionals, IT specialists, businesspeople, engineers and more. The career fields that CTE students prepare for are the career fields that keep our state and nation growing.

### **Can educators help with their students' projects?**

Educators may advise students, but should not take a significant role in creating the PSAs. For more information or questions about submissions, please contact Mark Branger at [mbranger@huntley.k12.mt.us](mailto:mbranger@huntley.k12.mt.us) or call 967-2540 x360.