

Wisconsin School Meals Rock! Student School Breakfast Video Contest

Rules and Submission Requirements

Hunger Task Force is excited to announce the second *Wisconsin School Meals Rock!* Student School Breakfast Video Contest. Teams of students are invited to submit an original video telling us why their school breakfasts rock. The goal of the contest is to connect students with the school meals program and promote the positive practices of your school's food and nutrition services.

Eligibility: All Wisconsin K-12 students attending schools participating in the U.S. Department of Agriculture (USDA) School Breakfast Program are eligible to enter.

Contest Period: Contest entries will be accepted from December 16, 2019 to February 14, 2020. **Entry forms and videos must be postmarked or electronically received by February 14, 2020.** Winners will be notified during National School Breakfast Week, March 2-6, 2020.

Entry Requirements: You may only enter an original video to which you own all legal rights.

- Must not exceed two minutes in length;
- Must feature student(s) eating school breakfast;
- Must use the phrase "Wisconsin School Meals Rock";
- Must be suitable for presentation in a public forum;
- May not include any licensed music;
- May not contain content that is sexually explicit or suggestive, violent, unsafe/dangerous, obscene, or offensive;
- May not defame, misrepresent or contain disparaging remarks about the Wisconsin Department of Public Instruction, National School Lunch Program, School Breakfast Program, or U.S. Department of Agriculture.

How to enter: Participating students must submit a video and completed entry form to Hunger Task Force. Visit the [Wisconsin School Meals Rock! Student School Breakfast Video Contest](#) webpage for the entry form. Each student may only submit **one** entry. Winners will be limited to one per school. Please use the following format to save and submit the contest entry form and video:
School District_School Name_Video Name.

The entry form can be emailed, faxed, or mailed to the following:

Hunger Task Force
Attn: Maureen Fitzgerald
Director of Advocacy
201 S Hawley Ct
Milwaukee, WI 53214
Fax: (414) 777-0480
Email: maureen@hungertaskforce.org

The video may be submitted in one of the following methods:

- Upload the video file to Google Drive or Dropbox and share with maureen@hungertaskforce.org. The file must not be shared with any other email address.
- Mail the video file on a USB drive to the above address. Please note that USB drives will not be returned to entrants.
- Videos may **NOT** be shared via YouTube.
- Videos files must be in .mp4, .avi, or .mov format.

Additional Contest Rules: All entrants are required to obtain a media release from any identifiable person, other than a staff member of their school, appearing in their video. If such person is a minor, their parent or legal guardian must sign a media release on their behalf.

*Entrants may be able to use the school/district's media permission releases (typically submitted at time of student enrollment) in lieu of the contest's media release form. Your principal should be able to help you determine whether these releases apply.

The Wisconsin Department of Public Instruction will notify the top five finalists about media permission prior to selecting a winning entrant. Only entrants who obtain media releases for all identifiable persons appearing in the video will be considered for selection.

By submitting an entry, each entrant certifies that such entry is his/her original creation (a modification of an existing work does not qualify as original), entrant is the sole copyright owner of the entry, if applicable, and that the entry has not been previously broadcast, submitted, or entered to any competition or won any awards. Videos should not appear to be endorsements for any commercial brand or product.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, the Wisconsin Department of Public Instruction and Hunger Task Force, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable Federal, state, and local laws and regulations.

Judging: Entries will be reviewed and scored by a panel of judges based on the following criteria:

- Creativity
- Effectiveness of message
- Overall quality of submission

The entries receiving the highest scores will be deemed the grand prize, second place and third place winners.

Prize:

- Grand prize – \$1000 to be split among team members
- 2nd Place – \$500 to be split among team members
- 3rd Place - \$250 to be split among team members

Finalists will be featured on the Hunger Task Force and Wisconsin DPI webpages, social media, and newsletters. Teams are encouraged to share these links to promote your work and your school!

Contact

Please contact the Director of Advocacy maureen@hungertaskforce.org with questions regarding the competition.



Videography Tips

Video Format: Videos files must be in .mp4, .avi, or mov. format. When using video editing programs be sure to finish your project with the menu option typically labeled 'export,' 'share,' 'publish,' or 'save movie.' This creates a new, standalone video that you can share. 'Save' or 'save project' will save your progress in a file that only works on your personal computer.

Suggested video editing programs: FinalCut Pro, Adobe Premiere, iMovie, Windows Movie Maker, or Vegas Video.

Video Quality: Footage may be shot with most cameras, newer cell phones, iPad, etc. Be sure to use the highest video quality setting on the camera.

Sound Quality: Use a microphone, if at all possible, to improve sound quality.

Music: Only royalty-free music, or music to which you own the rights, can be used in the video. The following websites offer music that is not copyrighted.

- [Creative Commons](#)
- [Incompetech](#)
- [Bensound](#)

Note that many of these options require a credit somewhere in the video. Keep such credits relatively unobtrusive. You may want to add credits at the end of your video. See the FAQ or licensing page of the above links for examples of how to credit these sources.

Consent: Entrants must seek permission from any individual appearing in the video. Teams are strongly encouraged to plan ahead for obtaining media permission, so that your inspiration can run free during the creative process. However, if you have not received a media release from someone who appears in your video, you may be able to make adjustments, such as applying a blur effect to a part of the screen where a person appears. In rare cases, Hunger Task Force may be able to assist you with such alterations (email maureen@hungertaskforce.org) for more information.

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To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) fax: (202) 690-7442; or
- (3) email: program.intake@usda.gov.

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