



2009–2010 Utah Jump\$Start Coalition TV / Broadcasting Competition

GENERAL STUDENT PARTICIPATION RULES

Theme: “A Penny Saved...”

Students must adhere to the following general participation rules as well as the rules for their specific craft.

1. Description

A film and audio production entry must be a work of fiction or nonfiction relating to the current UJ\$C Theme. Film entries may be with or without sound.

- The student submitting the entry must be the director, screenwriter or camera person.
- Use of copyrighted material is prohibited.
- The Utah Jump\$Start Logo must be discreetly displayed or mentioned in the artwork, following the required guidelines. Please see attached.
- All storyboarding, editing, etc. must be done by the student.

2. Student Eligibility through Local School Programs

Students must participate in the UJ\$C Competition through a teacher at your local high school. It is the responsibility of the teacher to determine each student’s eligibility in the UJ\$C Competition.

3. Entry Divisions

Students or teams of up to three students may enter the UJ\$C Competition in the following areas:

- Public Service Announcement – 20 - 30 Seconds
- Video – 3 - 5 Minutes

The Utah Jump\$Start Coalition does not limit the number of entries a student or team may submit. All entries must include an artist statement that describes how the piece relates to the theme.

4. Categories

- **Animation:** Animation may be drawn; created from a collection of objects, clay, torn paper, etc.; or computer-generated.
- **Narrative:** A story told through the images created on film or computer. (This is not the same as a storyteller narrating an original story.)
- **Documentary:** Nonfiction documentation using narration, facts, and images.
- **Experimental:** Video that explores movement, light, and montage.
- **Media presentations:** Computer-generated media presentations must be completely original, and the student must do all the work. Cutting and pasting from other sources is not permitted.

- Comedy, Drama, Fantasy, Musical, Romance, Spy, Thriller and Suspense formats may be used.

5. Presentation

- Entries may not exceed specified times for media.
- The film or audio should directly relate to the theme.
- The student submitting the entry is not required to appear in the video or audio.
- Submissions should be in one of the following file formats:
 - .MPG / .MPEG
 - .MOV / .QT (Quicktime Video)
 - .WMV (Windows Media Video)
- Entries should be submitted on CD or DVD. The entry should be saved as a file on the CD/DVD, not as a CD/DVD movie.
- Submit the CD or DVD in a plastic or cardboard container; identify both the CD/DVD and the container with the student's name, grade division, state, and year.
- Pack the CD/DVD in a large envelope.
- Secure the Student Entry Form to the outside of the envelope with masking tape.

6. Recommendations for Quality Recordings

- Use a tripod to hold the camera still.
- Make sure there is plenty of lighting, especially if shooting indoors.
- Think about sound. Use an extra microphone (boom mike) if needed. Turn off all noise-making devices in the room (air conditioners, fans, telephones, etc.).

7. Music

The title, composer, and performer of any background music must be credited and documented on the Student Entry Form. If the connection to the theme is expressed in the song choice, this should be explained in the artist statement.

8. Required Information

On the Student Entry Form, please answer the following:

- Who appears in your film? (It is suggested that you gain parental consent for any minors who appear in your film.)
- Was a computer used? If so, name the software and hardware.
- Was any background music used? If so, credit the music.
- What inspired your work?

9. Deadlines

Each student must submit his or her work to teacher by the deadline established by the UJ\$C of Friday, March 19, 2010.

10. Judging

- All entries are judged on artistic merit, creativity, and interpretation of the theme. A well-developed concept is more important than the technique.
- All entries will be judged by the teacher who will submit the best two entries from each category to the Utah Jump\$tart Coalition for final judging by Monday, March 29, 2010.
- All decisions of judges are final.

11. Prizes will be awarded to student or team (of up to three students) for each category:

- First Place \$300
- Second Place \$150
- Third Place \$75

12. Awards will be presented at:

**The 2010
Utah Jump\$art Coalition
Teacher Summit**

13. Further Information

- Artwork will become the property of the Utah Jump\$art Coalition upon submission, and may be used as deemed appropriate by the UJ\$C.
- Information regarding the Utah Jump\$art Coalition can be found on the website www.utjumpstart.org.
- The Utah Jump\$art Coalition will pay for substitute teacher to allow art teacher of winning artwork to accompany student at Award Luncheon.

2009-2010 Utah Jump\$tart Coalition
MEDIA RELEASE FORM

School _____ Competition: TV/Broadcasting

Commercial Art

Parents/Guardians,

The undersigned parent/guardian of _____ hereby gives permission to the Utah Jump\$tart Coalition for Personal Financial Literacy to publish photographs of said child or child's competition entry on the Utah Jump\$tart Coalition website or any of its publications. I understand that the said child's name will appear with the picture, grade and name of the school. I do further release and discharge the Utah Jump\$tart Coalition and its officers, employees, agents and volunteers from and against any and all damages, complaints, costs, and fees arising from said use of such photograph(s). I agree to refrain from instituting, pressing or in any way aiding any claim, demand, action or cause of action for damages, costs, compensation, or fees against the same in connection with such use.

Please take the time to review the Media Release Form below and select the appropriate option. Agreeing to the Media Release Form does not in any way imply that the photographs of your child or their competition entry will be published; it simply indicates that the Utah Jump\$tart Coalition has permission in the event they are needed.

MEDIA RELEASE FORM

The Utah Jump\$tart Coalition has permission to publish photographs of my child or my child's competition entry, their name, grade and name of the school on the Utah Jump\$tart Coalition website or in any other publications.

I do not want photographs of my child or my child's competition entry to be published by the Utah Jump\$tart Coalition.

By signing below, I verify that I understand the above release and that I have indicated my preference.

Parent/Legal Guardian Signature

Date

Child's Name (Please print)

Each entry must have this form signed by the parent or guardian of the child.

CORPORATE IDENTITY

Guidelines for Using the Jump\$tart Coalition® Logo and Name

Name

- ♦ The full name of the organization is the **Jump\$tart Coalition for Personal Financial Literacy**. The full name should be used in legal documents and on first reference, where appropriate.
- ♦ The Jump\$tart Coalition for Personal Financial Literacy has registered the name "**Jump\$tart Coalition**®" (with the dollar sign) and "**Jumpstart Coalition**®" (with the "s"). The registered mark should be used on first reference.
- ♦ Also appropriate: **Jump\$tart Coalition**® for Personal Financial Literacy. Note placement of the registered mark.
- ♦ There are a number of organizations that use the name "jumpstart" or something similar; but, we're the only "Jump\$tart *Coalition*."
 - ✓ Whenever possible, state coalitions, partners and the media should use the term "**Jump\$tart Coalition**" rather than just Jump\$tart.
 - ✓ Whenever possible, state coalitions, partners and the media should write "Jump\$tart" using the **dollar sign**.
- ♦ The term "**National Jump\$tart**" may be used when necessary to distinguish the national coalition from affiliated state coalitions. On general reference, however, the term "**Jump\$tart Coalition**®" is preferred.
- ♦ Most of our affiliated state coalitions will use the name "[**STATE**] **Jump\$tart Coalition for Personal Financial Literacy**" or "[**STATE**] **Jump\$tart Coalition**" for short.
 - ✓ Whenever possible, state coalitions should use the term "[**STATE**] **Jump\$tart Coalition**" rather than just "[STATE] Jump\$tart."
 - ✓ Whenever possible, state coalitions should write "Jump\$tart" using the **dollar sign**.
- ♦ Affiliated state coalitions that use a name other than "Jump\$tart" are encouraged to use the tag line: "**An affiliate of the Jump\$tart Coalition**®."

Logo

- ♦ The Jump\$tart Coalition logo may be used by partner organizations and other entities in limited circumstances. **To request use of the logo, please e-mail** Laura Levine, executive director LLevine@jumpstart.org or David Casserly, assistant director DCasserly@jumpstart.org for specific permission. If permission to use the Jump\$tart Coalition logo is granted, the national headquarters office will e-mail you an electronic file.

CORPORATE IDENTITY

Guidelines for Using the Jump\$tart Coalition® Logo and Name

- ♦ **State affiliates may use the Jump\$tart logo according to the terms of their affiliation agreements.** To obtain an electronic file of the Jump\$tart Coalition logo or your state coalition logo¹, please contact the Jump\$tart headquarters office. For quality purposes, please do not attempt a screen capture from the website or other existing materials.
- ♦ Please remember:
 - ✓ You may use the Jump\$tart logo in its official PMS colors: **PMS 293 (blue)** and **PMS 327 (teal green)**. For web publication, the closest approximation of these colors is acceptable.
 - ✓ You may also print the Jump\$tart logo in **solid black** or **solid PMS 293**.
 - ✓ Under very limited circumstances, the Jump\$tart Coalition may grant permission to print the Jump\$tart logo in another solid color to accommodate a design. Otherwise, please do not introduce other colors.
 - ✓ Please do not change the proportionate size of the logo.
 - ✓ Please do not attempt to capture the Jump\$tart Coalition logo graphic from our webpage. That is *not* the graphic that should be used on other print or electronic documents.
- ♦ The logo consists of the graphic image of the jumping student, the word "Jump\$tart," the trademark symbol "®" and the tagline "Financial Smarts for Students". Note that the "S" in Jump\$tart should always be a "\$" sign. Please do not separate these elements or add elements to the logo.
- ♦ Without express written consent from the Jump\$tart Coalition, no other party may use the Jump\$tart logo in any manner implying that the party or any goods or services it offers are sponsored or endorsed by or otherwise affiliated with the Jump\$tart Coalition.
- ♦ The Jump\$tart Coalition logo should not be used as part of another illustration. In addition, the use of clip art or other "canned" images is strongly discouraged in conjunction with use of the logo.
- ♦ Imagery that is used in conjunction with the logo can include photography and/or art that appropriately reflect the mission of the Jump\$tart Coalition, including shots of students, classrooms, financial materials, etc. Imagery should reflect appropriate diversity.

¹ Available for state coalitions that use Jump\$tart's national logo with the state's name. States that have created a unique logo are responsible for their own logo.



**2009–2010 Utah Jump\$tart Coalition
Student Entry Form**
Theme: “A Penny Saved...”

DIRECTIONS

Please print clearly. Completely fill out the form down to and including the required signatures. If you need more space, use the back of this form or an extra sheet of paper. Be sure to write your name on any additional pages.

Entry Division:

Commercial Art

- Poster
- Banner

TV/Broadcasting

- PSA – 20 - 30 Second
- Video 3- 5 Minutes

Title of Work _____

Required Artist Statement

How does your work connect to the theme? _____

See attached (Please print your name on any attached sheets.)

REQUIRED INFORMATION

Poster or Banner: Give the dimensions of the work in inches **L** _____ **W** _____

Visual Arts: Describe the media (crayons, oil on canvas, etc.). _____

Film Production: Respond to the following:

Who appears in your film _____

Was a computer used? If so, name the software and hardware. _____

Student's

First name _____ Middle intl. _____ Last name _____

Address 1 _____ Address 2 _____

City _____ State _____ ZIP _____

Phone (____) _____ E-mail _____

I grant the Utah Jump\$tart Coalition permission to use my works for commercial or noncommercial use, including but not limited to public presentation of the work and reproduction of the work in print, electronic, and multimedia formats to promote the Utah Jump\$tart Coalition, and that the UJ\$C may continue to use my work as long as it has access to a copy. The UJ\$C is not responsible for lost or damaged works. Entries may not be returned. I affirm that this is my own original work. **I understand that the submission of my entry into the Utah Jump\$tart Coalition Competition constitutes acceptance of the above conditions.**

Signature of student

Signature of parent/legal guardian (necessary if child under 18 years)

TO BE COMPLETED BY TEACHER OVER PROJECT

Teacher name _____ School _____

School address _____ City _____

State _____ ZIP _____ Phone (____) _____ E-mail _____

Signature of Teacher

Date