



# Student Video Contest

*Creating Healthy Communities and Cybercommunities*

## For Teachers and Principals

KASA is proud to announce the first Student Video Contest, calling for individual or group student-produced videos that explore this year's theme: *Creating Healthy Communities and Cybercommunities*.

The contest asks students to explore how technology has changed and is changing school culture, specifically how it affects students' relationships with each other and with their adult mentors at school.

Please read the "For Students" section to help guide your students in this project. Students should submit videos to their school principal, who will select **one (1)** video per age group to enter in the contest. Only **one (1)** video is accepted per age category, regardless of whether it is an individual or group submission.

First place prizes will win cutting-edge tools to help students continue to develop their 21<sup>st</sup> century skills in addition to one overall Honorable Mention. Principals should then submit the video to KASA before **April 1, 2011** either by: submitting the video file to the online dropbox provided on the KASA website ([www.kasa.org/UploadVideo](http://www.kasa.org/UploadVideo)) **or** by mailing the DVD and submission form on page 3 to the KASA office (152 Consumer Lane, Frankfort, KY 40601). Please encourage your students to participate in the contest, and please share feedback that will help us improve this contest. Your support will help Kentucky students to think locally and globally about the communities they comprise.

## For Students:

Tell us about your school community in this year's video contest, *Creating Healthy Communities and Cybercommunities*. You can choose to create your own video or work in groups.

### **What to do:**

Create a video that explores the effect(s) of technology on student culture in schools and in popular cyber learning communities that students interact in, such as Facebook, Twitter, flickr, You Tube, Tumblr, Blackboard, and more. Specifically, consider what students can do to pro-actively foster healthy learning communities and cyber learning communities and identify barriers to creating healthy communities, (both school/class communities and cybercommunities) with consideration of local and global scales.

While planning your video, please consider how technology has changed and continues to change how students interact with each other, with teachers, and with other school officials (principals, counselors, bus drivers, janitors, and others) both in the school building and in cybercommunities. Your video does not have to document your school's culture, but it must examine the role of technology on school communities and on cybercommunities.

**All videos must include an editorial introduction or conclusion.** While experimentation with delivery styles is encouraged, you must provide an introduction or conclusion that defines your video's message and explains why it is important. **Videos submitted without this criterion will be disqualified.**

**QUESTIONS?** If you have questions, we want to help. Contact us any time:

Ann Burns, Kentucky Educational Development Corporation ([ann.burns@kedc.org](mailto:ann.burns@kedc.org))

Abigale Piper, Kentucky Association of School Administrators ([abby@kasa.org](mailto:abby@kasa.org))

Or, call the KASA office at (800) 928-KASA and ask for Abigale.

Buzz words to get you started:

- social media
- bullying/cyberbullying
- student/student, student/teacher, and student/staff relationships
- global experiences in the classroom
- new methods of teamwork through the use of technology
- relationship-building and networking
- the effect of cybercommunities on student leadership in schools
- Or, make up your own!

### **Contest Guidelines:**

**Length** Please submit videos between 2 and 4 minutes in length.

**Genre** Feel free to select your genre of choice. We encourage you to explore the many different genres available through the use of multimedia, and invite you to merge genres in your production. Some genres include fiction (thriller, action, drama, comedy, etc.), performance (public speech, musical performance, stand-up comedy, recited poem, etc.), nonfiction (documentary, vlogs or video blogs, etc.), and more.

#### **Deadline**

All videos must be submitted to the KASA office by **Friday April 1, 2011**. All submissions will receive a response in early May before schools' year-end celebrations.

#### **Submission checklist**

- I saved my video to a DVD in .wmv or .mov format.
- My video follows copyright laws.
- My video follows contest guidelines.
- I made a copy of my video to keep (**DVDs will not be returned**).
- I submitted my DVD to my principal for review.
- Principal uploaded ([www.kasa.org/UploadVideo/](http://www.kasa.org/UploadVideo/)) **or** mailed (152 Consumer Lane, Frankfort, KY 40601)/the video and signed submission form **before April 1, 2011**.

***\*Note: Entries not submitted in accordance with the above guidelines will be disqualified. DVDs will not be returned.***

### **Recognition and Prizes**

#### **1<sup>st</sup> Place:**

Kindergarten through 3<sup>rd</sup> grade: flip video camera/classroom flip video camera

Grades 4-7: iPad/ classroom iPad

Grades 8-12: \$500 scholarship for any post-secondary education/\$500 toward any classroom technology

#### **Honorable Mention:**

\$100 VISA gift card/classroom VISA gift card

All prize-winners will be recognized in KASA publications, and their videos will be featured on the KASA website. They will also receive an award certificate to commemorate the award. Students will also be recognized with their principal and superintendent at the Annual Summer Institute.

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## Submission Form:

*Creating Healthy Communities and Cybercommunities*

### K-12 Student Video Contest

This is a(n):  individual submission  group submission

Student(s)'s Name(s): \_\_\_\_\_

Submission category:  K-3<sup>rd</sup> grades  4<sup>th</sup>-7<sup>th</sup> grades  8-12<sup>th</sup> grades

School: \_\_\_\_\_ District: \_\_\_\_\_

School Address: \_\_\_\_\_

School Office Phone: \_\_\_\_\_

Principal's Name (please print): \_\_\_\_\_

#### Student Permission of Participation Waiver:

I agree that all students in the video have a Media Permission Form signed by their parent/guardian on file at the school. \_\_\_\_\_

(Principal's signature)

**Note: Winners will need to complete a statewide/nationwide release form, which will be mailed to them once winners are announced.**

Signed:

\_\_\_\_\_

Principal's Signature

Date

**Please submit this video before Friday April 1, 2011 to:**

*<http://kasa.org/UploadVideo/>*

**Or, mail this completed form and DVD to:**

*Student Video Contest*

*Kentucky Association of School Administrators*

*152 Consumer Lane, Frankfort, KY 40601*



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