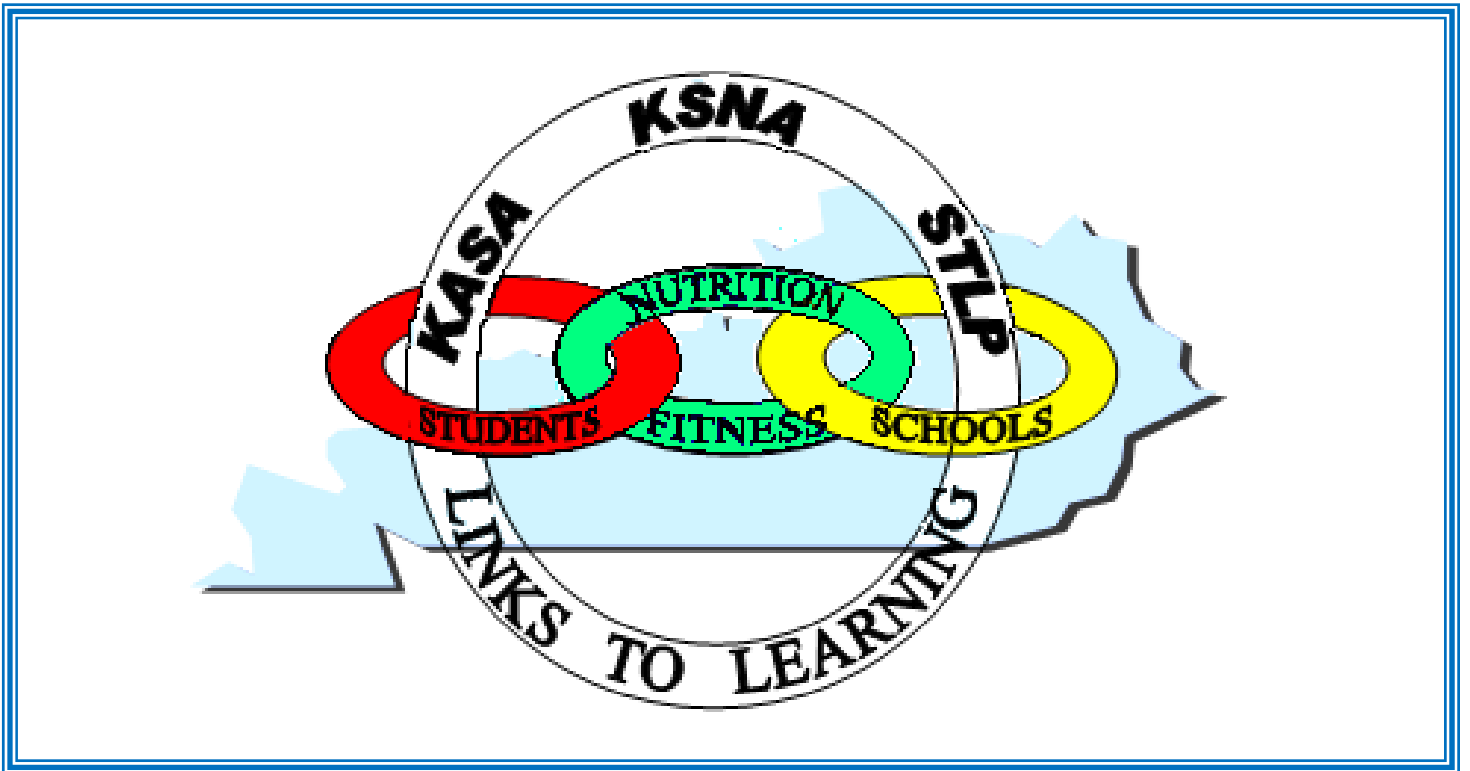


"COLORS OF SUCCESS"

EAT **BRIGHT**, STEP **LIGHT** = EXCEL RIGHT



*"Partnerships That Maximize
Student Achievement"*



"COLORS OF SUCCESS"

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NUTRITION TITLE: "COLORS OF SUCCESS"

EAT BRIGHT, STEP LIGHT = EXCEL RIGHT



PURPOSE IN THE COMPETITION: Students create a video to:

Promote consumption of more fresh fruits and vegetables and physical activity as a catalyst to lifelong health, wellness and academic success.

URL RESOURCES:

Kentucky School Nutrition Association

www.KySNA.org

United States Department of Agriculture

www.usda.gov

School Nutrition Association

www.schoolnutrition.org

Produce For Better Health Foundation

<http://www.fruitsandveggiesmorematters.org/>

Dole Food Company, Inc

<http://www.dole.com/#/superkids/>

National Dairy Council – Nutrition Explorations

<http://www.nutritionexplorations.com/index.asp>

Team Nutrition

<http://teamnutrition.usda.gov/Resources/eatsmartactivitysheets.html>

American Heart Association

<http://www.americanheart.org/presenter.jhtml?identifier=3028650>

Action For Healthy Kids

<http://actionforhealthykids.org/gotuwc/index.php>

Kentucky Association of School Administrators

www.kasa.org

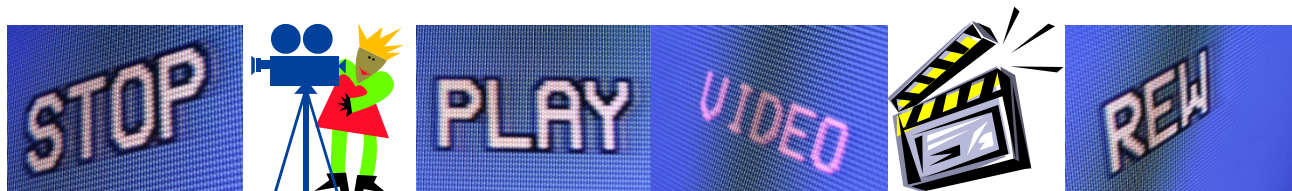
Student Technology Leadership Program (STLP)

<http://www.education.ky.gov/KDE/Instructional+Resources/Technology/Student+Initiatives/STLP+Student+Technology+Leadership+Program/>

GENERAL INSTRUCTIONS:

- ✓ Public service announcements should be submitted in WMV, AVI or MOV format (per Rubric instructions) and saved to a DVD. Two copies of finished DVD should be mailed to Eleanor Hall, Nutrition Services Director, Scott County Schools, 2168 Frankfort Pike, Georgetown, KY 40324. Submissions must be received by the close of business on February 26, 2010. If not received by this date, submission will be disqualified.
- ✓ Copyright laws are followed.
- ✓ Two (2) copies of the DVD are included. MUST be clearly labeled.
 - **NOTE: VIDEOS WILL NOT BE RETURNED.**
- ✓ Entry Form is attached for each submission.
 - **(Registration Forms – SEE PAGES 5-6)**
- ✓ Finalists will be selected & notified by **March 30, 2010.**
- ✓ First, second and third place winners from each academic level (elementary, middle and high) will be recognized.
 1. First place winners will be recognized as follows:
 - a. Invited to attend STLP Conference (May 11, 2010) and KSNA Annual Conference (June 29, 2010)
 - b. Presented a \$1000 equipment package for their school
 2. Second place winners will be recognized as follows:
 - a. Presented a \$750 equipment package for their school
 3. Third place winners will be recognized as follows:
 - a. Presented a \$500 equipment package for their school
- ✓ Invitations will be sent to winners with specifics on award presentations.

SELECTION CRITERIA:



- Each school district will encourage school principals, school technology coordinators & teachers to promote the competition at their school.
- School district Nutrition Services central office (NS) will act as a resource for the competition, appointing a person to the committee for District-wide judging.
- A Certificate of Participation will be awarded to each entry.
- School principals or designee & school site NS staff person will judge, select, recognize and submit a 1st, 2nd & 3rd place video from their site for their district-wide competition by academic level (Elementary, Middle, & High).
- District-wide competition will be judged by a District Committee appointed by Nutrition Services Central Office. Suggested committee participants: Curriculum representative, Nutrition Services representative & instructional tech.
- Should the school district only have one school per academic level, the district-wide competition will be omitted.
- Each school district will submit 1 video (1st Place Winners) per academic level, for State-wide competition (Ex. 1 Elem, 1 Middle, 1 High)
- Videos should be sent to:
Eleanor Hall
Nutrition Services Director
Scott County Schools
2168 Frankfort Pk
Georgetown, KY 40324
- **VIDEOS WILL NOT BE RETURNED. Please read General Instructions carefully.**
- Videos will be judged, selected and announced by **March 30th**, by the KSNA Coordinator of Event.

RUBRIC (EVALUATION)

TIER 1 SCREENING	The piece can be viewed by the online judge Piece must be in WMV, AVI, MOV format	YES NO No = no scoring
	Intellectual property is respected; Copyright rules are followed Any text/images are school appropriate	YES NO No = no scoring
TIER 2 VIRTUAL SCORING	CRITERIA	
PSA (Commercial) <i>(Points deducted for over time limits)</i>	Video piece is persuasive and precise for one of three time limits: 15 seconds, 30 seconds or 60 seconds 0 = over time limit 10 = adheres to 15, 30 or 60 second Time limit	1 2 3 4 5 6 7 8 9 10
Credits	All music, images, websites are credited properly at end of video and/or credits are included on the online link (PSA)	0 5
Creativity/Originality	Video is creative, imaginable and or innovative;	1 2 3 4 5 6 7 8 9 10
Production Quality	Clear; appealing; audio and images fit the mood	1 2 3 4 5
	Video show planned shots and good editing; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies)	1 2 3 4 5
	Voice quality is good; can be heard/understood very clearly; internal and external microphones were used	1 2 3 4 5
	Used appropriate lighting and extra lights, if needed	1 2 3 4 5
	Images, interviews, voiceover text, sound/music enhance the piece	1 2 3 4 5
CONTENT ELEMENTS	FFV (Fresh Fruits & Vegetables) Elements	1 2 3 4 5 6 7 8 9 10
15-Second Video: Choose 1 Element	<ul style="list-style-type: none"> • Note health benefits of eating multiple colors of fresh vegetables • Note health benefits of eating multiple colors of fresh fruits 	
30-Second Video Choose 2 Elements	<ul style="list-style-type: none"> • Note the health benefits of eating fresh fruits and vegetables versus canned • Demonstrate the amount of FFV that should be consumed daily 	
60-Second Videos Choose 3 or more Elements	<ul style="list-style-type: none"> • Demonstrate the benefits of purchasing KY Proud or locally-grown FFV products. 	
	TOTAL SCORE OUT OF 60:	

REGISTRATION FORM

"COLORS OF SUCCESS"

2009-10 Nutrition Video Competition DISTRICT-WIDE (For School Use ONLY)

School Name: _____
Address: _____
School Phone: _____

School Video Coordinator/Designee's

Name: _____ Phone: _____

School Nutrition Services Manager's

Name: _____ Phone: _____

✓ **Check School Type/Level:** Elementary Middle High

1st PLACE ENTRY: _____

Students: _____

2nd PLACE ENTRY: _____

Students: _____

3rd PLACE ENTRY: _____

Students: _____

SUBMIT TO: District's Nutrition Services Director's Office

REGISTRATION FORM

"COLORS OF SUCCESS"

2009-10 Nutrition Video Competition

STATE-WIDE (For entry in state competition)

(Entry must be received by end of the day, February 26, 2010)

District Name: _____

District Superintendent's Name: _____

District Technology Coordinator/Designee's Name: _____

Phone: _____

District Nutrition Services Director's Name: _____

Phone: _____

1st PLACE ENTRY (Elementary School):

School Name: _____ School Phone: _____

Address: _____

Video Title: _____

Students: _____

1st PLACE ENTRY (Middle School):

School Name: _____ School Phone: _____

Address: _____

Video Title: _____

Students: _____

1st PLACE ENTRY (High School):

School Name: _____ School Phone: _____

Address: _____

Video Title: _____

Students: _____

Student Permission of Participation Waiver: YES NO

I agree that all students in the video has a Media Permissions Form signed by their parent/guardian is on file at their school. _____

(signature of person submitting video)

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

Winners will be posted on the following web sites:

STLP (Student Technology Leadership Program), KSNA (KY School Nutrition Association)

KASA (KY Association of School Administrators)

SUBMIT TO: **Eleanor Hall, Scott County Schools, Nutrition Services**
2168 Frankfort Pike, Georgetown, KY 40324