



The Vindicator

2019 HIGH SCHOOL MUSIC
VIDEO CHALLENGE

OFFICIAL RULES

WRITTEN BY
TODD FRANKO



WEB SITE

2015 <http://www.vindy.com/contest/school-video>
2018 Site will post after signup deadline of Nov. 10.

SCHOOL PERMISSION

The project must be 100% student-driven. An adult – 21 years or older, employed as a faculty or staff member of the school – must oversee the video project as an indication of school district approval.

They will be the person to officially submit the video when it's complete. We will not accept from a student.

In doing so, the staff member agrees to ALL the rules, ensures school approval of video and use of ALL likenesses in the video.

VIDEO TECH STANDARDS

Adobe Media Encoder Preset "YouTube SD 480p Widescreen 25fps"

Specifics:

854px x 480px, Square pixels, 16x9 aspect ratio, Progressive Scan

Video Compression: H.264, Target bitrate: 2.5 Mbps

Audio Compression: AAC, 128 kbps, 48kHz, Stereo

If you have question of the tech side, please email Martin Finsley at mfinsley@vindy.com.

KEY DATES

Now **March 15: Students make their school video**
Select the song. Produce, perform, shoot, edit video. Submit final product to Vindy by March 15.

March **Vindy prep work**
We receive and process all the vids; load onto our site; organize judges, voting, etc

April **Contest launches online**
This will be multi-week process. Start the week after Easter. Continue throughout April with schools (by division) showcased on vindy.com with public and judge voting.

VIDEO DECENCY STANDARDS

PLEASE make sure there is NO profanity, graphic images, obscene or offensive images or conduct, inappropriate behavior, expressions of hate or abuse. If your school board would be itchy, so too would we.

VIDEO DECENCY STANDARDS

PLEASE make sure there is NO profanity, graphic images, obscene or offensive images or conduct, inappropriate behavior, expressions of hate or abuse. If your school board would be itchy, so too would we.



VIDEO ABSOLUTES

You must use a song listed on the VINDY HS MUSIC VIDEO list on Spotify.

Please use in its entirety — uncut, unmixed, etc. Don't go extended techno on us!!!! No countrifying it. Hip-hoppin' it is a no-no.

When you tell us which song you select, we will send you a digital audio file of the song.

Here's why we can't use Taylor Swift and Eminem:

- 1) Securing rights and paying fees to national acts is cost prohibitive;
- 2) We should all celebrate "local" — whether it's local students or local musicians. I am hooked on local music, and maybe the schools can be, too.

Your video can use scripting/acting before the song and after the song, but not in middle so as to interrupt the song.

And please no 4-part HBO documentaries!!! Maximum video length is 6 minutes.

Formats for students to choose are either:

- 1) The strict lip-dub format of a single-camera shot with people lining the hallway from start to finish of song. ([See South Range](#))
- 2) An acted/scripted video that is less people, but more theatric and storytelling. ([See Girard example](#))

VIDEO ABSOLUTES CONT.

We HIGHLY SUGGEST that a great video will blend a bit of both 1 & 2.

Video must be student-produced. Teachers/staff should only supervise, keep students out of trouble, and do weird things on camera for the sake of laughs.

Participants must send commitment to schoolvideo@vindy.com no later than Nov. 10, 2018.

All videos must be submitted to The Vindicator by Tuesday, Mar. 1, 2019.

Open to ALL high schools in 5-county Vindy coverage area: Mahoning, Columbiana, Trumbull, Mercer and Lawrence.

WHEN THE VIDEO'S DONE

When you're done, you will email tfranko@vindy.com and we will email you a direct DROPBOX link to submit.

Please note, at time of completion, we will have a signoff form for you that is a bunch of legalease that just defines the video as Vindy content to use forever, but that you will also have use rights. Don't be alarmed.



DIVISIONS, JUDGES & VOTING

Winners will be determined by judges who are some pretty cool people.

We'll ask them to judge based on:

- Best use of campus and community, including number of people and places in the shoot.
- Communicating the theme of the song you select.
- Overall technical production quality — video, audio, lead singer lip-synching, editing, choreography, etc
- Celebrate your school. We want to see colors, teams, faces, etc.
- You'll also get to sandbag the voting process by getting all your friends to vote for you as well. They will get to vote on vindy.com. A portion of your final score will come from this ballot stuffing !!! But it won't too much help so as to not make it hard on our small-school friends.

You need to claim a division based on your school's structure:

SPIELBERG — if your school has set AV, Video and Media instruction of any sort, you will be deemed Spielberg-like and be placed together.

SANDLER — If your school has no official programming or staffing in this area of expertise, you're in the Sandler division.

VIDEO ON VINDY FIRST

By being in this project, you agree that your finished video will appear online only with The Vindicator first. When this event is done, you can post your video on any site you wish.

YOUR ARTIST: YOUR SCHOOL

After you commit to a song, if you are interested in the artist making an appearance at your school, we will gladly ask. Some can, and some cannot due to their schedules. When JD Eicher visited last time, he played and talked about chasing your dreams, taking chances and the touring life. It was a well-received 1-hour program.

GET SOCIAL WITH THIS

You have 5 months to sketch, script, orchestrate, rehearse, shoot, produce and edit. Let us know how you're doing. Email us when you are shooting. Maybe we can come out. Send us behind-the-scenes clips once in a while to show off your progress.

THE WINNING SCHOOLS

This whole contest is mainly a pride thing to showcase your schools.

For the winners, it will also be a trophy thing.

So winning schools will have that coming.

As momentum builds for this, we will try to excite sponsors and artists to find time to have fun with this, too.