

Wisconsin School Meals Rock! Student Video Contest

Rules and Submission Requirements

Wisconsin Team Nutrition and the School Nutrition Association of Wisconsin are excited to announce the Wisconsin School Meals Rock Student Video Contest. Teams of students are invited to submit an original video telling us why their school meals 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 National School Lunch Program or School Breakfast Program are eligible to enter.

Contest Period: Contest entries will be accepted from September 12, 2016 to October 31, 2016.

Entry forms and videos must be postmarked or electronically received by October 31, 2016.

Winners will be notified before December 9, 2016.

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 lunch or 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 the Wisconsin Department of Public Instruction. 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:

Wisconsin Department of Public Instruction
Attn: Alicia Dill or Kelly Williams
School Nutrition Team
P.O. Box 7841
Madison, WI 53707-7841
Fax: (608) 267-0363
Email: DPIFNSTeamNutrition@dpi.wi.gov

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

- Upload the video file to Google Drive or Dropbox and share with DPIFNSTeamNutrition@dpi.wi.gov. 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 the 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 learn 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, and that the entry has not been previously broadcast, submitted to or entered in 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 Wisconsin School Nutrition Association, 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 winner and runner-up.

Prize:

- Grand prize – \$500 to be split among team members
- Runner-up – \$250 to be split among team members
- Honorable mention (up to three videos will be selected)

All five finalists will be featured on the Wisconsin DPI webpages, social media, and newsletters. Teams are encouraged to share these links to promote your work and your school! Additionally, each finalist's school will receive Wisconsin School Meals Rock banners to display in their cafeteria.

Contact

Please contact Alicia Dill at alicia.dill@dpi.wi.gov or (608) 266-2741 or Kelly Williams at kelly.williams@dpi.wi.gov or (608) 267-9120 with questions regarding the competition.



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- (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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