



Livingston County  
United Way

#### EXECUTIVE COMMITTEE

##### *President*

David Rex

##### *Vice President*

Peter Bowen

##### *Secretary/Treasurer*

Gregory Clum

##### *Past President*

Piet Lindhout

##### *Partnerships Assessments & Allocations Chairperson*

Dawn Boss

##### *Publicity and Education Chairperson*

Pat Claffey

#### DIRECTORS

Becky Best

Kevin Brennan

Pat Convery

Dan Danosky

Jean Eckman

Lauraine Hoensheid

Scott Maly

Pam McConeghy

Brenda Ochodnicki

Richard Perlberg

Janet Sifferman

Jeffrey Wack

#### AGENCY REPRESENTATIVE

Barbara Duguay-Simmons

#### LEGAL COUNSEL

Athena Bacalis

#### EXECUTIVE DIRECTOR

Nancy A. Rosso

## 2011 CAMPAIGN VIDEO CONTEST CRITERIA

### Focus of Video

- Local needs, local services provided by the Livingston County United Way (LCUW), its partners, building a stronger community, Live United are a few ideas
- The Livingston County United Way looks at this contest as an experiential learning opportunity for area high school-aged youth.

### Music Selection

- Any song incorporated into video must be copyright free or have appropriate song-writer / publisher approval with no cost incurred to either the LCUW or the local school district.
- Music from any song located in public domain, on-line legitimately legal and free music downloads, are acceptable.
- LCUW must approve music selection prior to integrating into video.

### Photo Consent

- Photo consent forms must be signed by all persons showcased in the video, with original copies submitted to the LCUW.

### Who Can Participate

- Any Livingston County high-school aged resident

### Compensation

- The marketing class / school district gives LCUW full approval to use the video in all marketing capacities for the organization, with no monetary compensation expected by either the class or district.

### Contest Judging

- The winning video will be selected by a committee of area marketing and human resource professionals.
- Videos should be between 2-5 minutes, no less, no longer.

### Recognition

- The LCUW will host a pizza party for the winning class of the 2011 Campaign Video Contest. In addition, there will be much public recognition for the students, the classes involved in these projects, and their school district.

### Timeline

- Last week of January – Contest announced to area schools
- By March 1<sup>st</sup> – Music selections submitted to LCUW for preliminary approval (e-mail)
- By April 1<sup>st</sup> – Completed student videos provided to the LCUW
- By April 15<sup>th</sup> – LCUW committee judges video submissions and makes final determination of winning video
- April 15<sup>th</sup> - May 8<sup>th</sup> – Winning video production team works with the LCUW staff for final updates and modifications
- By May 27<sup>th</sup> – Pizza party held; final video is announced and showcased on LCUW website. Mass production of copies of videos takes place.

### Contact Information

Jeanne Clum, LCUW Development / Marketing Director, 810-494-3000, or [jclum@lcunitedway.org](mailto:jclum@lcunitedway.org)



[www.lcunitedway.org](http://www.lcunitedway.org)



*Get Connected. Get Answers.*