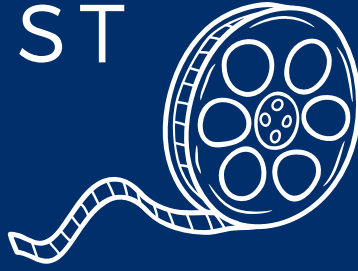


STUDENT ETHICS

VIDEO CONTEST



20
23



**BETTER BUSINESS BUREAU SERVING
SOUTHERN ARIZONA**

120 N. Stone Ave., Ste. 200 Tucson, AZ 85701



THE CONTEST

STUDENT ETHICS



Since 1952, BBB Serving Southern Arizona has served consumers and businesses in the Cochise, Greenlee, Graham, Pima and Santa Cruz counties as the leader in advancing marketplace trust.

Your BBB is inviting our are High School Seniors to participate in our Ethics Student Video Contest. Students should see this as an opportunity to work with a trusted brand, and acquire practical skills in advertising, audio/video technology, graphic design and storyteller with a purpose.

BBB's Ethics Student Video Contest is seeking students to engage on topics of TRUST & ETHICS. Student are encouraged to work with guidance from parents and teachers, to create a 30-60 second video that tells a story about:

- BBB History and Traditions
- BBB's Core Values
- The Importance of BBB's Mission today and in the future.
- BBB Services

**Content
Guidelines**

Judges want to see a creative, clever or inspiring take on annual theme centered on ethical dilemmas.

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AWARDS VIDEO CONTEST



Finalists will be recognized during our annual Torch Awards for Ethics event. The total amount awarded will be \$4,000.00.

- First Place - \$2,000.00
- Second Place - \$1,500.00
- Third Place - \$500.00

The total score will be used to rank entries and identify the first, second and third place winners. Any entries with tied scores in the top five will be submitted to judges to be scored again in comparison to each other as a tiebreaker.

Entries must be submitted by April 30, 2023 via the one entry as described below. Finalist will be notified by email at the beginning of May. The video will be potentially used in BBB media and all entries will become the property of BBB Serving Southern Arizona.

Participating schools are eligible for student submission for the 2022/2023 school year. You will need to complete the following forms by April 30, 2023:

- Ethics Video Contest Registration Form
- Waiver & Parental Consent Agreement Disclosure of COPPA Compliance
- Terms & Conditions and Media Release Form
- Complete the Student Checklist

**Getting
Started**

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VIDEO REQUIREMENTS



In order to qualify for judging, the video submission must adhere to the following specifications:

- Entries must be 30-60 seconds in duration
- Should you choose to shoot your video with a phone camera, videos must be shot in "landscape mode" (horizontally). Vertical videos will be disqualified from consideration.
- Music within the video must be either free domain or rights must be owed by the student.
- Video files should be exported, saved and submitted in MP4 format via WeTransfer (more information on how to do this on the video submission page).
- Video file submissions MUST be labeled correctly. The file name should include BBBVideo2023, student name. Example: BBBVideo2023_TaylorJones.mp4. This file must be no larger than 2GB in size.
- All video entries should begin with an introduction that includes your name and school name (Not included in the 30-60 second timeframe).
- Videos should be well-lit and contain clear-sounding audio. While it is not expected for you to use expensive or professional equipment, it is required that your face be clearly visible and your voice easily understood in the recording.
- Evaluation of the video entries and awarding of the awards will be accomplished by a panel of judges from businesses, colleges/universities, and non-profit organizations are member or partners of the BBB Serving Southern Arizona. Additional judging will be conducted by the BBB's staff.

**Judging
Criteria**

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STUDENT CHECKLIST



- Ethics Video Contest Registration Form
- Waiver & Parental Consent Agreement Disclosure of COPPA Compliance
- Terms & Conditions and Media Release Form
- Complete the Student Checklist

Registration

- Determine the topic you want your video to be about. How can you deliver your message clearly in 30-60 seconds?
- Make sure your theme is BBB related and revolves around TRUST & ETHICS.
- Outline your video with the Judging Criteria in mind.
- If using any third-party material, you must provide proper licensing. Consider using royalty free music and materials.
- If shooting video with phone camera, video must be in landscape mode (horizontally).

Video Requirements

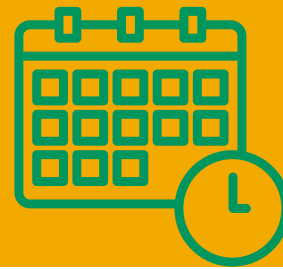
- Use the first portion of your video to identify yourself and your current school (not included in the 60 or less seconds)
- Make sure your video is in ,MP4 format. If you are having trouble with formatting visit our content page.
- Make sure your video is under 2 GB in size.
- Label your video file correctly.
- Submit your video by April 16, 2023 on our Video Submission Page.

Video Submission

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VIDEO CONTEST

TIMELINE



- January 10, 2023 - Registration Opens
- January 10 - April 16 - Video submissions can be uploaded at any time during this time frame along with or after the forms have been submitted. Videos approved by teachers may be uploaded or sent by students.
- April 30, 2023 - Registration Ends. Submissions MUST be received by 11:59 pm (no exceptions). All entries without forms will be disqualified.
- May 1, 2023 - Videos will be sent to judges for review.
- May 5, 2023 - BBB notifies teachers and students of the finalists
- May 19, 2023 - Winners announced the the Torch Awards for Ethics event.
 - All finalist will receive two tickets to attend the event.
 - Additional tickets are available for purchase at a discounted price.

Still have questions? Visit our BBB Ethics Student Video Contest site at:

bbb.org/local/1286/video-contest

Or contact your BBB staff on at 520.888.533 or via email at info@tucson.bbb.org.

Questions?

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ABOUT BBB

ADVANCING TRUST



An ethical marketplace where buyers and sellers trust each other.

Vision

BBB's mission is to be the leader in advancing marketplace trust. We do this by

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

Mission

Start With Trust.®

BBB STANDARDS FOR TRUST



The BBB Standards of TRUST are eight principles that summarize important elements of creating and maintaining TRUST in business. Our BBB Accreditation Standards are built on these standards:

Build Trust
Advertise Honestly
Tell the Truth
Be Transparent
Honor Promises
Be Responsive
Safeguard Privacy
Embody Integrity

Want to learn more?
Visit **BBB.ORG**



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