



CTE works for ME!

Submit a CTE promotional video for a chance to win up to \$1,000! First, second, and third place prizes will be awarded to Schools for the winning three video submissions.

Associated Builder and Contractors of Maine's video contest intends to give aspiring craft professionals and their instructors an opportunity to promote Maine's Career & Technical Education Schools (CTE). Individuals will create a video that provides information about the value of career and technical education. The video should illustrate how a high quality CTE program enhances family, business, and community engagement. It should also show how it can lead to a career pathway and on-going post-secondary education through college or industry.

Purpose: Offer students the opportunity to promote their CTE and project-based learning programs in high-demand 21st century career fields.

Goal: Inspire students, families, and communities by sparking their imagination and creativity as well as broadening their knowledge about the benefits of attending a CTE school.

Contest Rules

- Schools interested in participating in the 2024 video competition must submit an intent to compete (the form below) to Shari Johnston shari@abcmaine.org no later than Friday, March 1, 2024. If you do not receive an email confirmation from Shari within 48 hours, please email Shari directly to confirm.
- Video submissions should be a minimum of 60 seconds and should not exceed 90 seconds.
- Videos must also include:
 - A story or stories that include why getting into the trades is relevant to the construction or maintenance industries. These stories may include, but are not limited to student inspirational stories, instructor, or industry partner quotes.
 - Ending credits that list the student(s), grade(s), or year(s) in school, and the CTE school name.
 - Statistics or data about CTE schools in general, such as average graduation rate, student employment or attendance at college after graduation, or level of rigor in the curriculum.
- **Schools can submit more than one video, however only one team per school will be awarded a prize.**

Videos must be uploaded to [YouTube.com](https://www.youtube.com) and must be less than 500MB.

Shari@abcmaine.org (207) 560-7573

ABC Maine will notify students and the CTE school of their awards Thursday, May 23, 2024.

Format Requirements:

- Entries must incorporate the following message, presented as text on-screen and/or spoken by talent: "This video was brought to you by the support of ABC Maine and ____ (CTE Name).
- Entries must not use other logos or web addresses in videos other than their school logo and ABC Maine's logo.
- Entries that contain music, images, or other copyrighted media must be accompanied by proof that the creators of the entry have the expressed permission of the original copyright holder.

Technical Requirements:

- Promotional video submissions must be completed and submitted according to ABC Maine's contest deadline.
- Videos must be in 16:9 aspect ratio.
- Videos can be submitted in standard or high definition.

Video and Submission Guidelines:

- Deadline to submit your video is on **May 3, 2024, at 11:59 p.m. EST**. Please submit videos to Shari Johnston at ABC Maine via email at shari@abcmaine.org. To finalize a submission, email the YouTube link to shari@abcmaine.org and provide a phone number, email, and mailing address for both student and educator contacts. You will receive an email confirmation within 48 hours of video submission.
- Videos must be a minimum video resolution of 1280 x 720 format, or an audio independent format (e.g., Instagram square composition).
- Entries that contain music or other copyrighted media must be accompanied by proof that entrants have the expressed permission of the original copyright holder. The following are examples of appropriate proof:
 - The name of the song along with the receipt from the school's purchase of the song
 - A link to the website or YouTube video featuring the song
 - A signed letter or form stating that the music was created by a student in Garage Band, or another program and that the student has been given permission for the music to be used royalty free

Please note: ABC Maine retains the copyright on any submitted material and reserves the right to use the material in any way or format they see fit. Entries cannot be used for any commercial activity.

IMPORTANT NOTE: Participants must submit a talent release form from each participant whose image and/or voice is used in the video. Students under 18 must have a parent’s or guardian’s signature on the form. Video submissions will not be considered without required release forms included.

INTENT TO COMPETE FORM

Please complete this intent to compete by **March 1, 2024**, acknowledging understanding of the Contest Rules, Format Requirements and Video Submission Guidelines.

Email the form to shari@abcmaine.org

*Confirmation of intent will be confirmed within 48 hours via email by Shari Johnston, ABC Workforce Development Coordinator

Name of School _____

Print Name of Director _____

Signature of Director _____

Date _____