

Dear Educator,

The Ohio School Boards Association (OSBA) is gearing up to hold its annual education conference this November 8-11, 2015. The OSBA Capital Conference draws over 10,000 Ohio school administrators, school board members, exhibitors, students, and guests every year, mounting one of the best, and largest, education conferences in the nation.

**And we want you to document it!**

OSBA is searching for the best high school student video documentary team in Ohio to travel to Columbus and produce a 5-7 minute documentary of the OSBA Capital Conference. Between 100 break out sessions, 100 student achievement displays and performances, nearly 600 exhibits, three general sessions with dynamic national speakers, and a plethora of other events, the Capital Conference is a great way to give your students real-world experience in documenting a live, fast paced event, as well as gain statewide, and national, attention to your program and district.

The final product will be streamed on the OSBA Web site, distributed to the OSBA regions for promotion, shared with other state school boards associations, and used in promotional and informational materials about the Capital Conference. A press release will also be submitted by OSBA to the winning district's hometown newspaper highlighting their selection as the official conference documentary team.

I encourage you to submit your program to be considered. We also encourage you to watch [last year's documentary](#) produced by North Canton City Schools. Visit <http://conference.ohioschoolboards.org/svdt> to get started.

If you have questions, feel free to contact Drew Clark at OSBA ([dclark@ohioschoolboards.org](mailto:dclark@ohioschoolboards.org) or 1-800-589-OSBA).

Good luck,

Jeff Chambers, Director  
Communication Services

## STUDENT VIDEO DOCUMENTARY TEAM DETAILS

- Four students and one instructor will be invited to Columbus, OH on November 8-11 to document the OSBA Capital Conference.
- Students and instructor will be provided three hotel rooms free of charge for three nights, as well as one dock pass for equipment unload, etc.
- The winning team will be chosen from programs that successfully submit their credentials and work based upon the attached criteria.
- The team will be expected to provide their own equipment for acquisition and editing of footage.
- The selected team will work closely with OSBA prior to the conference to layout basic storyboards and shot lists that will be required.
- The final video will be due to OSBA no later than **January 31, 2016**.
- Meals will be the responsibility of the selected team while in Columbus.

## OSBA STUDENT DOCUMENTARY TEAM SCORING RUBRIC

### OSBA Capital Conference

**The documentary team will be selected based upon the following criteria:**

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<b>Equipment</b> (Districts must supply their own studio's equipment, able to support their proposed production requirements)	Program is able to provide SD consumer cameras only, no lighting kits, and/or only internal camera microphones or basic consumer external mics.	Program is able to supply consumer grade cameras (SD/HD), consumer grade or no lighting equipment, and no or limited external audio equipment.	Program is able to supply professional (SD) or prosumer (SD/HD) cameras, semi-professional grade lights, and/or prosumer/consumer grade external audio equipment.	Program is able to supply professional grade cameras (HD only), professional grade lights, and professional grade, external audio equipment.
<b>Video: Creativity</b>	Sample video uses 1-2 special effects, or relies on common, known shooting and editing techniques to convey its' message.	Sample video uses multiple special effects in isolation to accent the final product.	Sample video uses known creative techniques to complement the voice, theme, and storyline of the product.	Sample video demonstrates a new style or creative expression infused in the storyline, acquisition and editing techniques that directly complements the theme and expression of the product.
<b>Video: Production (Acquisition)</b>	Sample video contains multiple shots with low light, improper framing or out-of-focus, erratic control, or other techniques not in line with the creative goals set for the product.	Sample video contains appropriate shots following standard shooting techniques and quality guidelines, and may have 1-2 shots that do not follow standard techniques.	Sample video contains quality shots with good framing, focus, lighting, control, and consistency that support the creative goals set for the final product.	Sample video contains quality shots with exceptional framing, focus, lighting, control and consistency that support the creative goals set for the final product.
<b>Video: Production (Editing)</b>	Sample video contained editing techniques that were consistently out of line with the product's creative goals, and did not create any sense of illusion or timing/flow in the product.	Sample video contained editing that may have been incoherent or out of line with the product's creative goals, and broke the story's flow and illusion.	Sample video was edited using good techniques, with standard effects, and adequately achieved the creative goals of the product, with basic timing and flow intact.	Sample video was edited using exceptional and consistent techniques and elements that supported the creative goals of the product, and successfully created and preserved the illusion and timing of the product's storyline.
<b>Video: Storyline</b>	Sample video's story was hard to grasp, with an erratic timeline and/or techniques that caused the story's message to be lost.	Sample video's story was recognizable, however, product may have erratic jumps in timeline, use inappropriate story-telling techniques, or not able to generally keep the viewer's attention.	Sample video adequately told the story of the product's subject matter, generally keeping the interest of the viewer, may over use one technique or another to tell a story, with minor gaps in cohesiveness.	Sample video effectively told the story of the products subject, keeping the viewer's interest in its entirety, with exceptional balance of story-telling techniques and cohesiveness throughout.
<b>Experience: Engagement</b>	Program does not engage the school, district, or community at the present time.	Program engages the school or district through cross-curricular projects, or may provide news/school announcements on a regular basis.	Program engages the community AND district through special, periodic projects.	Program consistently engages community AND district through it's productions and projects.