

UHEAA Utah High School Film Festival Scholarship Program Rules

Mission

To encourage the design and creation of audiovisual materials by Utah high school students.

Eligibility

Eligible applicants will meet the following criteria:

- Be a Utah high school student.
- Be at least 18 years of age. Persons under 18 years of age may have a parent or guardian apply on their behalf. Please see the Conditions section below for more information.
- Enroll or be enrolled at a postsecondary institution which is eligible to dispense Title IV aid.
- Submit the application packet, consisting of:
 - A humorous, commercial-format video either exactly 30 seconds or exactly 60 seconds in length, featuring the following topic:
 - Convince your friends that they need to file a FAFSA
 - The scholarship application. (downloadable PDF consisting mainly of demographic information)
 - Release Agreements from every person who appears intentionally in the submitted film. Releases are not required for people who appear in the film incidentally. (downloadable PDF form)

Award Levels

All awards are a one-time award only.

One (1) First Place Award: \$1,500

One (1) Runner-Up Award: \$500

One (1) Most Popular Award: \$500

Deadlines

For 2012, submissions (complete with Application) must be received by April 6, 2012, the deadline for the Utah High School Film Festival. The awards ceremony will be held on April 26.

Judging Criteria

All entries will be submitted to UHEAA's category in the Utah High School Film Festival and judged by a panel from UHEAA, the Salt Lake Education Foundation Board, and a panel of video creation and technical experts. The score will be weighted with 60% of the final score coming from UHEAA based on relevance and creativity and 40% of the score coming from the panel of experts concerning technical and industry proficiency shown in the entry.

In order to compete for the "Most Popular" award, all entries will be placed on UHEAA's YouTube channel. The video with the most views as of 5:00 pm, Mountain Time, exactly one week before the

awards ceremony will win Most Popular. The Most Popular award may be awarded in conjunction with first place or runner-up prize.

Conditions

UHEAA may use any entries submitted to the UHEAA category in the Utah High School Film Festival for promotion of UHEAA, UtahFutures, or Higher Ed Utah, or any other approved subjects. All material obtained will be used by Utah Higher Education Assistance Authority (UHEAA) for advertising, training and related purposes, including external distribution via satellite broadcast, cable TV, radio broadcast, webcast or on-demand streaming in digital format on the Internet. UHEAA may also share this material with others, as appropriate. Any entries into the scholarship competition will become the property of UHEAA and may be used for, but not necessarily be limited to, the following:

- Internal use at UHEAA and other institutions in streaming digital.
- Format (live or on demand) on the Internet or other digital media.
- Distribution (may include videotape reproduction, satellite broadcast, cable TV, webcast, on-demand).

The student must provide proof of acceptance to or enrollment in an eligible postsecondary institution. If a winning student does not enroll in an eligible postsecondary institution within four (4) years of the student's graduating class' completion of high school, the award is forfeited, and the funds will be returned to the earmarked pool in the Salt Lake Education Foundation trust. In order to receive the funds, the student's post-secondary institution, college, or university must bill the Salt Lake Education Foundation trust for the funds. The scholarship is not a waiver; therefore, any funds remaining after a student's tuition and fees are paid may be released to the student to cover other educational expenses such as books, supplies, equipment, room, board, or travel.

If a parent or guardian applies on behalf of a minor, the scholarship will be officially awarded to the parent/guardian but placed in the Salt Lake Education Foundation trust in the name of the minor student.

If more than one student is listed on a winning entry, the scholarship money will be divided evenly amongst all students listed on the entry.

If any applicant fails to postmark the scholarship application by the deadline for film submissions to the Utah High School Film Festival, his or her entry will be automatically disqualified.

Publicity

Scholarship will be publicized through the search application on UtahFutures.org, distributed to high school counselors statewide, and posted under "Categories" on www.utahhighschoolfilmfestival.com. It will also be promoted through appropriate social media channels such as Twitter.

Disbursement of Funds

Once a winner for each category has been announced, UHEAA will send the funds in the student's name to the Salt Lake Education Foundation. The Salt Lake Education Foundation will hold the funds until the student enrolls in an eligible postsecondary institution, then disburse the funds to the school the student is attending. If the student does not enroll in an eligible postsecondary institution within four years of graduating from high school, the funds will be returned to the special pool to support future years of the scholarship.