**DECA at the Bell Challenge - KY**

# Event Overview and Purpose

Content creation lives at the center of tv and news broadcasting, video streaming services, social media marketing, and increasingly, education. This event intends to expand students’ knowledge of marketing, writing, video editing, and overall content creation. It will also encourage the development of related computer, video, and audio skills used in the business world. This event is designed for DECA members with creative minds who want to sharpen their content creation skills by discussing current business events in a unique and engaging way through video and video production.

This is a state only event.

# Entries: (Team Event—1-3 members)

The participant(s) is to develop a video episode of [DECA at the Bell.](https://businessu.org/deca-at-the-bell/) The video should be 2:30-3:30 minutes long and focus on a current event or case study, relating it back in some way to speciﬁc performance indicators (see the performance indicators below).

The video should end with a role play prompt that relates to the content of the video, the performance indicators, and that can help DECA chapters and members practice for DECA role play competitions. Participant(s) should not act out the role play prompt; only deliver it to the video “audience.”.

Participants are encouraged to incorporate humor, creativity, unique ideas for the style and structure, varying editing styles, and be sure to fact check their research.

Participants may watch current DECA at the Bell episodes for inspiration, but they are not required to follow the same format and/or structure.

The entry may have 1 to 3 team members, all participating in the creation of the video though they do not need to all “star” in the video itself. Teams can collaborate around ideation, writing, ﬁlming, directing, and video editing. And one or all team members may star as talent in the video itself. They need to include their names and roles in the credits of the videos.

Entries are limited to regional quotas for regional competitions, and the state quota for the state competition.

Only members of local, state, and national DECA are eligible.

# Guidelines

* At SCDC, participant(s) will give a live presentation and assume the role of Video Project Manager, and explain to the judge/s) (the DECA at the Bell Executive Manager/s): the topic/theme of the episode (for example Jingles, KPOP, how Apple’s Swipe function was created), etc. These are all already-published episodes), the process they used to create the video, and the reasoning behind the role play prompt. They will also show the video itself, not to exceed a 10-minute total setup/presentation. There will be 1-3 judges for this event. Each judge will assume the role of the DECA at the Bell team reviewing a potential episode to release to DECA chapters nationally. Judge’s scores will be averaged to determine the winners.
* This event will include submitting the **Video** itself, the **Script** of the video, which includes sources for the content, and a one-page typewritten **Executive Summary** to be submitted on February 8, 2023. The summary will explain the theme/purpose of the video, why they chose that topic, and any related information that might beneﬁt the judge’s understanding of the project.
* The video must be in .mp4 format and shown during the presentation itself. The video may not be edited after the oﬃcial entry deadline. Students, not advisors, must create the video. Advisors may serve as consultants to ensure that the videos are well-written,

well-edited, and appropriate.

* The video and script should cover content that aligns to, helps explain, and gives real-world examples of, the below Performance Indicators:

# Performance Element: Acquire a foundational knowledge of promotion to understand its nature and scope.

**Performance Indicators:**

* + Explain the role of promotion as a marketing function (PR:001) (CS)
  + Explain the types of promotion (i.e., institutional, product) (PR:002) (CS)
  + Identify the elements of the promotional mix (PR:003) (SP)
  + Describe the use of technology in the promotion function (PR:100) (SP)
* The video, script, and summary must be their original work. They may use outside sources to do research and develop the content for their video, but any outside sources should be attributed and cited appropriately.
* Participants may record their video using any resources at their disposal, ranging from video equipment to smart phones. Similarly, they may edit using whatever resources are available to them, from Adobe products, Instagram/TikTok editing capabilities, or other tools that may be available. They are not limited to the ﬂow or style of the current DECA at the Bell episodes, but there is no penalty for using the current DECA at the Bell ﬂow and style either.
* Participant(s) will provide the equipment necessary for their presentation. Participant(s) MUST carry any and all equipment needed. No carts are allowed. Electricity will be provided but no extension cords.
* A maximum of 10 minutes may be taken for the setup and presentation. All presentations will be stopped at the 10-minute mark and the score will be based on information covered.
* All videos must meet the following:
* Be 2:30-3:30 minutes in length.
* Follow the video content guidelines and be appropriate for your audience.
* Display high-quality script writing, video talent performance, and creative video editing.
* Follow copyright laws.
* Include the school’s name and the participants’ names within the body/credits of the presentation.
* Be the original work of the DECA participants.
* Technical skills must be those possessed by the DECA members within each team or individual.

# Penalties

* 5 Points if video exceeds 3:30 minutes or is under 2.30 minutes.
* 5 Points if video has grammatical errors or inappropriate content.
* 5 Points if any member doesn’t participate in the content creation project.

# Awards

* The winning team’s video will be released to every DECA chapter nationwide as an actual DECA at the Bell episode.

**Grading Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **DECA At the Bell Challenge** |  |  |  |  |  |
|  | **LITTLE/NO VALUE** | **BELOW EXPECTATIONS** | **MEETS EXPECTATIONS** | **EXCEEDS EXPECTATIONS** | **JUDGED SCORE** |
| **Video & Script Content** |  |  |  |  |  |
| Topic/Theme chosen is relevant, interesting, organized, and focuses on a current event or case study. | 0-1-2 | 3-4 | 5-6 | 7-8-9 |  |
| Topic/Theme chosen is appropriate for high school students. | 0-1 | 2 | 3 | 4 |  |
| The video incorporates humor, creativity, unique ideas. | 0-1-2 | 3-4 | 5-6 | 7-8-9 |  |
| The video script displays high-quality script writing that is engaging, well-researched, clearly developed, and cohesive. | 0-1-2 | 3-4 | 5-6-7 | 8-9-10 |  |
| The video displays engaging video talent performance. | 0-1-2 | 3-4 | 5-6 | 7-8-9 |  |
| The video content is fact-checked and correct. | 0-1-2 | 3-4 | 5-6 | 7-8 |  |
| The video relates the chosen topic/theme back to the speciﬁc performance indicators provided to participants. | 0-1-2 | 3-4 | 5-6 | 7-8-9 |  |
| The video ends with a role play prompt that relates to the content of the video and the performance indicators, and that can help DECA chapters and members practice for DECA role play competitions. | 0-1-2 | 3-4 | 5-6-7 | 8-9-10 |  |
| The video follows copyright laws. | 0-1 | 2-3 | 4-5 | 6 |  |
| The video includes the school’s name and the participants’ names within the body/credits of the presentation. | 0-1 | 2 | 3 | 4 |  |
| The video is the original work of the DECA participants. | 0-1 | 2 | 3 | 4 |  |
| **Executive Summary and Presentation** |  |  |  |  |  |
| The summary and presentation eﬀectively, clearly, and persuasively explain the topic/theme of the episode, including its relevance and why they chose it. | 0-1 | 2-3 | 4-5 | 6 |  |
| The summary and presentation eﬀectively explain the process they used to create the video. | 0-1 | 2-3 | 4-5 | 6 |  |
| The summary and presentation eﬀectively explain the reasoning behind the role play prompt they chose. | 0-1 | 2-3 | 4-5 | 6 |  |
| **Penalties** |  |  |  |  |  |
| 5 Points if video exceeds 3:30 minutes or is under 2.30 minutes.  5 Points if video has grammatical errors or inappropriate content.  5 Points if any member doesn’t participate in the content creation project | -5 | -10 | -15 |  |  |