

2021 SHORT VIDEO CONTEST



Are you...

- ★ Concerned about the environment?
- ★ Passionate about an environmental crisis?
- ★ Wondering what you can do to improve the environment?
- ★ Ready to share your concerns and educate others?

\$500 1st Place
\$250 2nd Place ★ **\$100 3rd Place**

Deadline Oct. 15, 2021

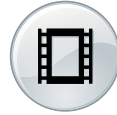
Details at LWVHCNC.org



LWV

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Your Challenge



- ★ Choose an area of environmental concern that you are passionate about and create a 2-4 minute video that clearly and creatively informs the viewer on your topic.
- ★ You will be judged based on
 - originality and creativity
 - accuracy of information
 - maintaining a nonpartisan stance
 - attention to diversity, equity, and inclusion
 - film, audio/video and editing qualitySee the rubric.
- ★ Any submission that is less than 1 minute or more than 5 minutes will not be eligible for the competition.
- ★ A media release form is required for the competition. Only “royalty free music” should be used and properly credited. Use of copyrighted material will disqualify submission.

Resource Material



LWVHCNC.org

LWV.org

ConservingCarolina.org

MountainTrue.org

DEQ.NC.gov/energy-climate/climate-change/nc-climate-change-interagency-council/climate-change-clean-energy-16

LWVHCNC.org/adEnv.php

FriendsOfOklawaha.org

EcustaTrail.org

BlueRidgeConservancy.org

Email Your Video



with the submission form attached to lwvhcevent@gmail.com
(Attach video to email or use WeTransfer)

Questions? Email lwvhcevent@gmail.com

Deadline: Oct. 15, 2021



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Rubric: Criteria for Judging

Student/Group Name: _____

Date: _____

Video Presentation	Excellent 5	Effective 3 or 4	Needs Improvement 0, 1, or 2	Score
Content	Demonstrates excellent knowledge of the topic including significant facts and figures.	Demonstrates sufficient knowledge of topic including some facts and figures.	Demonstrates little or no knowledge of topic and/or provides minimal or incorrect information.	
Non-partisanship	Directly expresses that advocating for environmental protection is a nonpartisan activity and does not mention any political party or candidates.	Does not mention or endorse political parties or candidates.	Directly expresses partisanship by endorsing or criticizing political parties and/or candidates.	
Video applies Diversity, Equity, and Inclusion (DEI) Lens	Shows exemplary application of diversity, equity, and inclusion of people included in the video.	Shows sufficient application of diversity, equity, and inclusion of people included in the video.	Shows poor or no application of diversity, equity, and inclusion of people included in the video.	
Narrative Structure (Video Structure)	Shows progression of ideas and tells a complete, easy to follow story.	Contains structure, but lacks clear beginning, middle, and end.	Contains minimal or no structure and lacks any semblance of story or ideas.	
Filming and Editing	Uses creative camera techniques for video and pictures. Video is in focus and appropriate shots and camera angles are used. Proper transitions and edits aid in the narrative structure of the film. Audio is clear and easy to hear. Includes music which doesn't impede voice over.	Uses some graphics and/or other design elements. Some creativity demonstrated. Some transitions are inappropriately placed. Sound quality is acceptable. Video is clear and in focus.	Use of design elements detracts from video and from content. Little or no creativity demonstrated. Sound quality is poor. Video out of focus.	
Final Product (Video)	Video does an excellent job of conveying concern for the environment. Video inspires informed advocacy.	Video does a satisfactory job of conveying the message. Video production is effective. Viewers will be adequately informed.	Video does not convey the message through narrative or video production. Viewers will not be adequately informed.	