

2020 SHORT VIDEO CONTEST



Are you...

- ★ Concerned about the 2020 election?
- ★ Frustrated that you can't vote yet?
- ★ About to cast your first-ever ballot?
- ★ Want to fire up Gen Z to be heard?

\$500 1st Place

\$250 2nd Place ★ **\$100 3rd Place**

Deadline Sept. 21, 2020

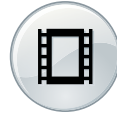
Details at LWVHCNC.org





2020 SHORT VIDEO CONTEST

Your Challenge



- ★ Create a 2-minute video that clearly and creatively informs young voters why voting is important, who can vote, and what voters need to do to be ready to vote based on well-informed choices.
- ★ You should include information specific to NC and Henderson County focused on registering to vote, voting on election day, during One-Stop, and absentee balloting. Video submissions with inaccurate voter information will be disqualified.
- ★ You will be judged based on accuracy of information; maintaining a nonpartisan stance; attention to diversity, equity, and inclusion; film, audio/video and editing quality; originality and creativity. See the rubric on page 4.
- ★ Any submission that is less than 1 minute or more than 3 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

VOTE411.org

RockTheVote.org

HendersonCountyNC.gov/elections

ThinkTheVote.com

NCSBE.gov

Email Your Video



with the submission form attached to lwvhcevent@gmail.com

Questions? Email lwvhcevent@gmail.com

Deadline: Sept. 21, 2020



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Submission Form

Deadline: Sept. 21, 2020

_____ Date

_____ Name _____ Email


_____ Address _____ Phone

_____ City & Zip

_____ High School

Submitted by: Team Individual

Names of People Shown or Speaking in Video (need signed Video Release Form *below* for each) 

Names of Team Members (if applicable) 

Student Video Release Form —

Add additional lines if needed.

This is to certify that all individuals appearing in the attached video have agreed that the video may be shared in such media as deemed appropriate by the League of Women Voters of Henderson County, NC, and that none of these individuals have been opted out of the Henderson County Public Schools Media Policy by their guardians. Guardian signatures also required if students are under 18.

Signature – Student or Guardian

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If additional signature space is needed, please use reverse side of this sheet or attach another sheet.



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Rubric: Criteria for Judging

Student/Group Name: _____

Date: _____

Video Presentation	Excellent 8-10	Effective 4-7	Needs Improvement 1-3	Score
Voter Info content	Demonstrates excellent knowledge of the topic including why voting is vital and many details for voters in HC.	Demonstrates sufficient knowledge of topic including why voting is important and/or some details for voters.	Demonstrates little or no knowledge of topic and/or provides minimal or incorrect information.	
Non-partisanship	Video directly expresses that participating in voting is a nonpartisan activity and does not mention any political party or candidates.	Video does not mention or endorse political parties or candidates.	Video directly expresses partisanship by endorsing or criticizing political parties and/or candidates.	
Video applies Diversity, Equity, and Inclusion (DEI) Lens	Video shows exemplary application of DEI Lens by including and/or providing significant support for non-mainstream and/or non-majority voters/students.	Video shows sufficient application of DEI Lens by providing some support for non-mainstream and/or non-majority voters/students.	Video shows poor or no application of DEI Lens and provides little or no support for non-mainstream and/or non-majority voters/students	
Narrative Structure (Video Structure)	Video shows progression of ideas and tells a complete, easy to follow story.	Video is structured, but lacks clear beginning, middle, and end.	Minimal or no structure to video. Video lacks any semblance of story or ideas.	
Filming & Editing	Creative camera techniques used 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.	Some use of 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 the required message to young voters. This includes both the message and the production of the video. Video inspires informed voting.	Video does a satisfactory job of conveying the message to young voters. Video production is effective. Viewers will be adequately informed.	Video does not convey the message to young voters through narrative or video production. Viewers will not be adequately informed.	