



## ***“Why Your Vote Counts”***

### **2022 STUDENT VIDEO CONTEST**

### **OFFICIAL RULES**



*Sponsored by the **League of Women Voters of Broward County Florida** and **Kids Voting Broward**, an affiliate of **Kids Voting USA**, a nonpartisan, grassroots-driven voter education program committed to creating lifelong voting habits in children, increasing family communication about citizenship, and encouraging greater adult voter turnout.*

***Making Democracy Work*** requires that citizens vote, not only in national elections, but also in local elections. Too many eligible voters, however, choose not to vote. In fact, according to the U.S. Census Bureau, the largest group of non-voters consists of 18-24-year-olds.

***Contest Description: Create a 30-60 second non-partisan Public Service Announcement Video encouraging young people to vote!***

**Your video should raise awareness about the importance of every person’s vote and promote how civic engagement and active voter participation can advance the issues important to young voters.**

### **Important Dates**

**January 12, 2022:** Contest Opens

**March 4, 2022:** Video Submission Opens

**April 1, 2022:** **Video Submission Ends**

**April 6, 2022:** Judging Occurs

**April 13, 2022:** Winners Announced

**April 23, 2022:** Award Presentations at LWVBCFL Annual Meeting

## General

By participating in the contest, each contestant (and his/her parent or legal guardian) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the LWV of Broward County.

## Who can enter?

- The contest is open to all current Broward County high school students. Eligible contestants must be registered in a public, charter or private high school or be home-schooled.
- While several students may work together on the project, it must be submitted by only one of the participants (the “Project Leader”). Any monetary prizes will be awarded to the Project Leader only. Participants can choose to divide the prize on their own terms if they wish. The LWVBC is not responsible for allocating prize money among individual participants.

## How do you create the video?

- **Videos can be no more than one-minute long.**
- Contestants may use a video camera, computer, smartphone, or tablet to produce the videos.
- Videos may be animated or live action. They may include still photos, text, narration, voice-overs, and/or music. **All work must be original or in the Public Domain.**
- No professional assistance is allowed. Adults may provide verbal guidance and appear as actors, but all videos must be produced by students.

## How and when to submit your entries?

- **Videos must be uploaded to a YouTube account. Your video visibility should be marked as “Private.” You will include a link to your YouTube video on the Entry Form.**
- **Contestants must complete and submit the online entry form by April 1, 11:59 pm: <https://forms.gle/rXEKQqXNx17YG24E6>**
- **Contestants must also submit the following required **Video Release forms**:**
  - **Contestants under 18 must have permission of a parent or legal guardian to enter the contest and submit a signed Parent/Guardian Permission Form.**
  - **Contestants aged 18 or over must complete and submit the Adult Student Agreement Form.**
- **Contestants must also have the permission of any individual who is identifiable in the video** (If the individual is under 18, his/her parent/legal guardian must give

that permission). **At the time of entry, contestants must submit completed and signed release forms of anyone who appears in the video.**

- Release forms must be printed and completed on paper. These may be scanned and emailed to [lwvbcflvideocontest@gmail.com](mailto:lwvbcflvideocontest@gmail.com) OR you may mail the forms to  
LWV of Broward Video Contest  
P. O. Box 15952  
Plantation, FL 33318
- **Links to the online Entry Form and Video Release Forms are available on the League of Women Voters of Broward website:**  
<https://lwvbroward.org/education>
- **Entry forms and all required Video Release Forms must be received by April 1, 2022.**
- Video submissions become the exclusive property of the LWVBC.
- **Limit: One entry per person.** While several students may work together on the project, it must be submitted by only one of the participants (the “Project Leader”). Any monetary prizes will be awarded to the Project Leader only. Participants can choose to divide the prize on their own terms if they wish. The LWVBC is not responsible for allocating prize money among individual participants.

### **How will videos be judged?**

- Judging will take place in April 2022.
- The Judging Committee consists of three members of the LWVBC Leadership Team
- The Judging Committee will evaluate entries on a scale of 1 to 10 for each of the following four criteria:
  - **Clarity of Message:** Address the importance of young people’s political/civic participation; include a call to action
  - **Motivational Power:** Audience appeal to youth population
  - **Creativity/Originality**
  - **Technical Merit:** Video/Audio/Production Quality
- If no videos merit a total score of at least 20 points out of 40, or if technical or other difficulties compromise the contest, the LWVBC may modify, postpone, or cancel the contest.

### **What are the prizes for the Winners?**

- First place will win \$500; second place will win \$300; and third place will win \$100.
- Winners will be recognized at the LWVBC annual luncheon on April 23, 2022.

- The winning videos will appear on the LWVBC website and may be otherwise published, displayed, reproduced, or replicated by the LWVBC.

**“No-No” Rules include the following:**

- Videos cannot have been entered in other contests or won other awards.
- Videos must be nonpartisan and cannot support, demean, or defame any political party or person.
- Any video, images, music, and text must be original or **in the public domain. Copyrighted materials may not be used.**
- Videos must not contain brand names or trademarks except those related to the League of Women Voters.
- Videos must not contain material that is indecent, obscene, pornographic, hateful, defamatory, slanderous, libelous, objectionable, or otherwise lacking in taste or quality in the views of the judges.
- Videos must not contain any material or promote any activity that is unlawful.

**Ownership and Reproduction**

- Contestants grant the LWVBC the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or compensation. Videos may be displayed on one or more of the LWVBC’s social media accounts: YouTube, Instagram, Facebook, Twitter, TikTok.

**Questions about the Contest?**

- Email us at: [lwvbcflvideocontest@gmail.com](mailto:lwvbcflvideocontest@gmail.com)
- Please include your name, email address, school, & grade.