

VIDEO CONTEST

WIN \$500

FOR YOUR CLASS, SCHOOL, CLUB OR YOUTH GROUP!

1

LEARN

Learn about the
Campaign to Change
Direction.

2

CREATE

Create an original
30 second video.

3

SUBMIT

Submit your video by
April 15, 2020.

For more information, visit www.riversidecorporatewellness.com/changedirection
Questions may be emailed to mgilbertson@rcwlacrosse.com with the subject line "Change Direction Video."

Purpose: Increase awareness on the importance of emotional well-being.

Steps to Participate

1. Learn about the Campaign to Change Direction and the 5 Healthy Habits of Emotional Well-being by visiting changedirection.org
2. Create an original 30 second video that:
 - Clearly explains at least one of the Healthy Habits of Emotional Well-being and its importance.
 - Includes appropriate and actionable examples.
 - Connects viewers to the Campaign to Change Direction.
3. All submissions must be sponsored by an organization (class, school, club or youth group).
 - Individual submissions will not be accepted unless affiliated with a specific organization.
4. All participants must complete the Consent Form including anyone who appears in the video (even people in the background).
5. The organization leader must complete a Video Entry Form for each submission.

Helpful Hints

- Video should have an overall positive message of support, acceptance and/or hope.
- Video should be sensitive to racial, ethnic, religious, sexual orientation and gender differences while not reinforcing stereotypes or labels.
- All information presented in the video must be properly cited.
 - Written permission must be obtained for use of copyrighted materials (music or images). Video submitter may write music or use "stock" music included in editing software. If video submitter writes music, the composer must also sign the Consent Form.

Technical Quality Guidelines

- Video size: 1280x720 (minimum)
- File type: .mp4 is preferred
- Length: exactly 30 seconds
- Audio: mixed to -6 dB (WXOW can help master the audio)

Deadlines

Final video submissions and all completed forms are due by 11:59 p.m. on April 15, 2020.

Submission

- Visit www.riversidecorporatewellness.com/changedirection.
- Complete ONE Video Entry Form per submission.
- Complete a Consent Form for every participant.

Prizes

Middle School Division	High School Division
1st Place - \$500	1st Place - \$500
2nd Place - \$300	2nd Place - \$300
3rd Place - \$200	3rd Place - \$200

Prize money will be awarded to the sponsoring organization – individual participants will receive a gift card at the awards reception on April 29, 2020.

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Judging

Video **MUST** follow all of the following guidelines to move to final judging:

Does the video run in the 30 second time limit?	Yes	No
Is the information included in the video accurate and current?	Yes	No
Are all materials original or used with permission?	Yes	No
Did student complete all necessary forms (consent and permission)?	Yes	No

If video meets all of the above, move to scoring below.

Quality of Video 40% of total score

Does the video clearly explain at least one of the signs of emotional well-being?			
4 points Emotional well-being is clearly described in an obvious manner with at least 2 examples to improve emotional well-being.	3 points Emotional well-being is described with 1 or 2 examples to improve emotional well-being.	2 points Emotional well-being is mentioned, but not connected to activities to what individuals can do to improve emotional well-being.	1 point Emotional well-being is not mentioned, there is no connection to actual activities of well-being.
Does the video explain why emotional well-being is important to community members?			
4 points The video expertly makes the case of why well-being is important to individuals and the community.	3 points The video explains the importance of well-being, but message is not complete.	2 points The video states that the emotional well-being is important but provides little explanation.	1 point The video does not explain why emotional well-being is important.

Memorable/Creative 40% of total score

How well does the video draw in the viewer and keep their attention?			
4 points Viewer is left with a strong understanding of emotional well-being, will remember the video, and feels like they want to learn more.	3 points Viewer is left with general understanding and will remember the video.	2 points Viewer mostly understands the topic and might remember the video. Some introduced themes/topics may distract from message.	1 point Presentation is unclear on the topic and unmemorable.
Is the video original and innovative?			
4 points Video is original, creative, and unique.	3 points Video has some original thought and is moderately creative.	2 points Video has little original thinking.	1 point Video has no original thinking.

Logical Examples 20% of total score

Are the examples of emotional well-being appropriate and usable by community members?			
4 points Examples are offered that are logical, appropriate, and usable.	3 points Examples are offered but do not connect to emotional well-being. Examples are appropriate.	2 points Examples are offered but does not connect to emotional well-being or are not appropriate.	1 point No examples are offered.