

Random Acts of Kindness Community Engagement Action Team

Your Digital Story Contest

To recognize Random Acts of Kindness week, the Community Engagement Action Team (CEAT) is hosting a Digital Story Contest to encourage community members to reflect on kindness they have experienced, shown or witnessed. We are asking that you consider the importance and impact kindness can have on another individual, to promote kindness in our community.

Random Acts of Kindness Week events will happen in our community February 14-20th, 2021. Videos created by you will be posted on our CEAT social media platforms, as well as shared by our members to their respective Organization's pages.

Purpose: To get more and more people talking about the same issue at the same time for as long as possible. The dialogue within communities is the easiest way to teach and educate and reduce harm.



The submission period starts Monday, January 25, 2021 and runs until Wednesday, February 17, 2021. Following the submission period, CEAT members will review all submissions and choose the top 2 digital stories.

Random Acts of Kindness Week events will happen in our community February 14-20th, 2020. Digital Stories will be shared to the Community Engagement Action Team social media platforms as well as our members Organization's pages.

CONTEST OUTLINE:

Create a 1–2-minute video for Random Acts of Kindness week that touches on one of the following themes:

- What is kindness?
- What is the greatest act of kindness you have ever witnessed?
- Simple ways to be kind.
- Helping the community to be kind.
- Being part of the kindness movement.

A Digital Story is a short video that is made up of a collection of video clips, images and voice overs. The message "Be Kind. It Only Takes One." MUST be featured in the Digital Story at some point.

Submission Opens: January 25, 2021 at 8:00 AM

Submission Closes: February 17, 2021 at 12:00 PM (noon)

WHAT TO LOOK FORWARD TO:

Top Choice will receive \$100 Edson Bucks and a CEAT prize pack.

Runner up will receive \$50 Edson Bucks and a CEAT prize pack.

Top submissions will be shared to social media platforms of CEAT and Town of Edson.

HOW TO ENTER:

- Digital Story Contest submission period runs from January 25, 2021 at 8:00 AM to February 17, 2021 at 12:00 PM (noon).
- Digital Stories must be uploaded in the following file formats: WebM, MPEG4, 3GPP, MOV, AVI, APEGPS, WMV or FLV. They must be shareable.
- **Entries meeting FOIP requirements must be uploaded and emailed to alicjab@edson.ca by February 17, 2021 at 12:00 PM.** Feel free to send your Digital Story using Dropbox or any sharing platform you prefer. Please call 780-517-7055 if you need assistance.

ELIGIBILITY:

This contest to open to all Edson and surrounding Yellowhead County residents.

JUDGING CRITERIA:

Digital Stories will be evaluated on the following criteria:

Message and Appropriateness to Theme

Participants are encouraged to use this opportunity to explain and understand kindness, how it has impacted them and what it means to them and their community.

The message delivered is clear and easily understood by viewers.

The story promotes the meaning of kindness.

The story incorporates the following message “Be Kind, It only Takes One”.

Creativity and Originality

The story uses a unique video concept and approach.

The story employs innovative methods to convey the message.

Presentation/Quality

The video and audio are easily understood.

Any audio and visual effects enhance – rather than detract – from the message.

No Copyright Infringement.

CONTEST RULES:

- The digital story should be no more than 2 minutes long.
- You must submit a contest submission form with your story including all of the names of the individuals involved in creating the content.
- **You must submit original material only.** Please do not include clips of videos or images from other sources. Your video must not include any brand names or trademarks – wear clothing without visible branding. Images that belong to other people are protected by copyright laws, and we are not allowed to display them without getting prior permission and/or paying additional fees.
- By submitting a digital story to this contest, contestants grant a royalty-free license to copy, distribute, modify, display and perform publicly and otherwise use, and authorize others to use, your video for any educational purpose throughout the world and in any media.
- The CEAT voting committee has the discretion to discount scores or disqualify stories that do not meet the contest rules.

IMPORTANT NOTES:

The committee will not consider late submissions unless the deadline has been extended. The committee has discretion to disqualify any videos and contestants that do not meet all the listed requirements.

*FOIP-Freedom of Information and Protection Act

For more information regarding FOIP visit <https://www.servicealberta.ca/foip/>