

Guidelines: RAVEN's 2020 Cell Phone Music Video Contest

Contest website, with link to the application form:

<https://raven-research.org/ravens-2020-cell-phone-music-video-contest/>

Contest email: ravenvideocontest@gmail.com

Welcome to the RAVEN 2020 Cell Phone Music Video Contest. Everyone living in New Brunswick is invited to participate!

In addition to these guidelines, contestants should review the FAQs (Frequently Asked Questions) on the contest website. These form part of the guidelines and will be updated as new questions are asked.

Theme - Growing a better future: Community food security in New Brunswick

Growing, distributing and consuming food locally has many community benefits. Local farming and food markets keep money circulating in the local economy. Food consumed is fresher. Reducing the transportation of food means fewer carbon emissions. Examples of what's been done to improve food security in New Brunswick: school and community gardens, teaching farms, school lunch programs, local markets, farm cooperatives, and putting more fresh food into food bank hampers. However we still have a long way to go. New Brunswick is still only producing 8% of our own fruits and vegetables. We are self-sufficient in only a handful of products: sea food, blueberries, potatoes, fish, and sometimes strawberries. In the 1970s almost 90% of the food we ate was produced in our province.

Genre: all kinds

- Music: You do not have to be a musician to enter this contest! The music can be original, or old songs out of copyright or music shared for non-commercial purposes, for instance audio files freely available on wikimedia commons.
https://commons.wikimedia.org/wiki/Category:Audio_files_of_music
- Images: video and still images can be original, or available for use by non-commercial purposes, for example from the Images of New Brunswick site:
<https://www2.snb.ca/content/snb/en/services-to-government/images-of-nb.html>
- Words / lyrics must be original. They can be sung, spoken, or written in English, French or an Indigenous language, or combination.

Technical: video must be shot with cell phone. The editing can be done on any device, including a computer.

Video length: 60 to 120 seconds, including opening title slide (minimum 3 seconds) and closing credit slide (minimum 3 seconds). Videos longer than 120 seconds will not be judged for prizes.

Judging: Three judges will evaluate the videos, giving each a possible total score of 20.

- Core criteria (15 points possible)
 - 1 to 5 points: creativity
 - 1 to 5 points: technical merit
 - 1 to 5 points: message that inspires or stimulates action
- 1 point: one opening slide with video title, on screen for at least 3 seconds (do not put RAVEN or the contest name in the title - this is your video, give it the title you want)
- 1 point: one closing credit slide clearly showing the name(s) of person(s) involved and the year (2020), on screen for at least 3 seconds
- 1 point: featuring locations in rural NB
- 1 point: collaboration between anglophones and Acadians or francophones
- 1 point: Indigenous perspectives

Prizes:

- Open competition videos: 4 prizes of \$1,000
- Youth / children videos (as indicated on the application form): 4 prizes of \$500
 - Will be judged with the open competition. Those that do not win will be judged again in a competition only for youth/children.
 - Note that the name on the application form must be the person who will cash the cheque and the name(s) on the closing credit slide must be the children / youth who made the video.
 - Adults may assist with the video production but it must be made (at least 75%) by children or youth 15 years or younger.

Deadlines:

- 10am, August 31, 2020: last date and time to download an application form. The form will be removed after this time.
- midnight, August 31, 2020: last date and time to submit your completed application form with the link to your video. If your application form with the link to the video is received by midnight on August 31, it will be judged for the contest. We will send a confirmation email when the form is received.

How to enter

Submit your application form that has a link to your video. Do not submit the video file.

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