

“Kickoff for Kindness” Video Contest: Contest Rules and Submission Details



A NATIONWIDE SCHOOL KINDNESS PRESENTATION



1. Contestants must be between 12 and 19 years old.
2. You may have younger and/or older people in your video and assistance from adults, but your video concept, direction and editing must be done primarily by you.
3. Qualifying submissions must be four (4) minutes or less in length.
4. Your cinematic creation must depict the power of kindness in the most creative way you can imagine. A dramatic scripted short-story, documentary style. Any eye catching, attention grabbing, message driven approach you choose so long as your theme is kindness.
5. **Judging criteria:**
 - Creativity**- your unique, entertaining approach to the subject
 - Message**-your ability to convey the power of kindness and motivate others towards kindness.
 - Technical presentation**-Your final video must be shot and edited in **1920 x 1080**. If you're shooting on a cellphone that can record this format, it must be shot **landscape**, not portrait. Feel free to ask others for help finalizing your video prior to submission.
6. Submissions may not contain any video or audio that is owned by or controlled by a party other than yourself without the written permission or proof of a licensing agreement from the owner of the property or proof that it is public domain content. Finalists will be checked for any unauthorized content.
7. Your video cannot contain foul language.
8. Submissions must include the following in an opening slide at the beginning of your video.
 - A. Title of your video
 - B. Your name
 - C. Age
 - D. Address
 - E. Phone number
 - F. Email address

This information is for judging purposes only and will not appear in your video if you are selected.
9. Family members and employees of Values-in-Action or any of its affiliates are prohibited from entering the contest.
10. **Deadline:** Submissions must be uploaded to your YouTube channel and a link sent to viakofkvideocontest@outlook.com by midnight January 18, 2025, to qualify. You must include your name and title of your video as the file name.

Example:)



If you are unfamiliar with how to upload to YouTube, watch the following:

<https://www.youtube.com/watch?v=tsu01TR7Ofk> When uploading to YouTube you must designate your video **“Unlisted”**. Videos listed public or Private will not be accepted.