



Video Contest Guide

How to enter:

1. Read the complete contest information, including rules and criteria.
2. Choose a focus for your video, and research the informational content.
3. Write a synopsis of your video (200-300 words) explaining your concept.
4. Film and edit the video.
5. Open a free YouTube™ account and upload the video.
6. Fill out CPJ's Video Contest entry form online (found at cpj.ca/entercontest), including the YouTube™ video URL, synopsis of the video, and a description of the cause you want to donate to **by April 7, 2013**. Once entries are received and reviewed, participants will receive a confirmation email.
7. Send friends and classmates the video link and ask them to contribute to the viewer's choice half of the vote by "liking" your video on YouTube™.

Judging criteria:

- Understanding of the topic
- Clear expression of ideas
- Originality
- Production values (including lighting, focus, sound, graphics)
- Fulfillment of the written concept description

Rules:

- Team entries are allowed, however, only one prize will be awarded for each winning video.
- Limit of one entry per student or team.
- Entries will be accepted in English and French.
- Entries must not go over 3:00 minutes.
- Entries must comply with all YouTube™ and legal guidelines.
- Video-makers must obtain consent from the individual/s being filmed. In the case of children, a parent or guardian's permission is required.
- Entries must be submitted by **11:59 pm, April 7, 2013**
- All entries become of the property of Citizens for Public Justice. In addition to receiving prizes, winners will have their videos featured on the CPJ website, and may have their videos presented at CPJ events.

- Failure to follow these rules may lead to disqualification from the contest.

Eligibility:

The contest is open to Canadian residents. Submissions will be considered from secondary school (high school) students only.

A high school student is defined as someone who attended high school in the current calendar year or is enrolled to attend high school in the current calendar year.

Voting:

After the contest deadline, all eligible videos will be post on our website at cpj.ca at which point voting will be open until

Prizes:

1st Place:

One (1) 8GB Sony Bloggie Live™ HD Camera. Valued at \$250.

\$200 to the charity or cause of your choice.

Featured on CPJ's website and Facebook page and at our events across Canada.

2nd Place:

\$200 to the charity or cause of your choice.

Featured on CPJ's website and Facebook page.

Viewer's Choice Award:

\$100 to the charity or cause of your choice.

Featured on CPJ's website and Facebook page.

Note: the entry form includes a space for you to explain your choice of charity or cause and why they are worthy recipients of the award.

Free Video Editing Software:

There are a number of free video editing software programs online such as Microsoft Movie Maker and Apple iMovie that are easy to download and use.

Disclaimer: Citizens for Public Justice (CPJ) is not responsible or liable for any claims related to the video entry, such as those related to infringements of intellectual property rights, public dissemination of the video and invasion of privacy, libel or slander. By participating in the contest, you agree to release and discharge CPJ from all actions, claims and demands arising out of your participation in the contest and the awarding of the prize.

If you have any questions or concerns e-mail brad@cpj.ca