



CONTEST ENTRY KIT

Root Branch Video Contest: Kids On COVID-19
Leading the Conversation

www.rootbranch-videocontest-kidsoncovid19.com

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CONTEST OVERVIEW

In response to this unexpected Out of School Time and the mandated state-wide school closures Root Branch Film Academy, a Baltimore-based media production firm that offers educational content, launched a video contest: Kids On COVID-19: Leading the Conversation. Following the Academy's curriculum, the contest offers as a way to use digital media to close the social distancing gap a bit by keeping students connected to their learning through a media arts enrichment project.

Students can participate in the contest based on their grade levels (K-5, 6-8, and 9-12). For each grade level there will be three prizes awarded directly to the student. First prize \$500, Second Prize \$250, and Third Prize \$100.

According to grade levels, students will have the choice of making videos on varying topics from staying safe to sharing creative ways they are spending their unexpected time home from school.

The mission of this video contest is two-fold:

- To ensure our students do not experience an academic back slide. Often times this occurs when students experience an interruption in learning and other cultural programming and are not engaged in some sort of learning enrichment - for example during summer breaks.
- Create a safe space and platform for youth voice related to the drastic impact the COVID-19 pandemic has had. We want youth to have opportunities to express and advocate for themselves during these challenging times.

CONTEST TIMELINE

Monday, March 23 – Contest Website Launch
Wednesday, March 25 – Contest Opens (Video Submissions Accepted)
Friday, April 10 – Contest Closes
Monday, April 13 – Friday, April 17 – Online Voting
Monday, April 20 – Judging Panel Vote
Friday, April 24 - Winners Announced

ELIGIBILITY RESTRICTIONS

Students must be a U.S. resident attending school in grades (K- 12th). Students must answer one of the contest topic questions specific to their appropriate grade level. All video content submitted must be original and/or royalty copyright free including music, animation and live action. On screen credit must be provided for any sources used. Talent release forms must be completed and signed for all talent both on and off camera. A parent or guardian signature must be on all talent release forms for students under the age of 18 years old.

Employees of Root Branch Film, affiliates, members of the immediate families (defined as spouse, child, sibling, parent, or grandparent), and members of the households (whether related or not) of any of the above are NOT eligible to participate or win in this contest.

Participants agree to abide by applicable federal, state, local laws and regulations.

OTHER GUIDELINES

No purchase necessary. Contest is subject to all applicable federal, state, local laws and regulations.

Root Branch retains the right to disqualify any contestant if the rules are not followed.

Any information collected by registering to enter the contest shall be used only in a manner consistent with these Contest Rules.

If the contest is not able to run as planned, without limitation, Root Branch reserves the right to cancel, terminate, or modify the contest at their discretion.

TALENT RELEASE

Please complete and sign the Talent Release Form and email it to info@rootbranchfilmacademy.com. A parent signature must be provided for any youth entering the contest under the age of 18.

CONTEST TOPIC QUESTIONS

GRADES (K-5):

How are you staying safe in your home or community?

In what meaningful way are you and your family spending this time together at home?

How are you staying connected to your schoolwork (i.e., math, science, social studies, English language arts)?

GRADES (6-8):

How are you staying safe in your home or community?

In what meaningful way are you and your family spending this time together at home?

How are you staying connected to your schoolwork (i.e., math, science, social studies, English language arts)?

In what creative ways are you making the most of your time at home?

GRADES (9-12):

How are you staying safe in your home or community?

In what meaningful way are you and your family spending this time together at home?

How are you staying connected to your schoolwork (i.e., math, science, social studies, English language arts)?

What is social distancing, why is it important, and how are you practicing it?

COVID VIDEO CHECK LIST

C – Content - Make sure your Content (your point) is clear!

O - On Topic – Stay on task and answer your specific question!

V – Voice – Your Voice is important on this topic, express yourself!

I – Inspire – Be positive this is your chance to Inspire others during these challenging times!

D – Duration – Make sure your video is within the time limit (1 – 2 minutes)!

ABOUT ROOT BRANCH

Root Branch Productions and Film Academy is an MBE/WBE certified full-service media production firm and learning academy. Our mantra is that we make "*meaningful media.*"

Since 2006, we've offered our clients a wide range of media productions services to include cinematography, photography, sound design, graphic design, web design, and music production.

We've produced commercials, promotional videos, training videos, television series, documentaries and short films for government agencies, businesses, schools and non-profit organizations.

Our Film Academy offers media arts instruction to youth in grades K - 12th. We've partnered with and have been contracted by school districts and youth organizations throughout Baltimore City, Baltimore County, Hartford County, Montgomery County, Frederick County, Prince George's County, Anne Arundel County, Washington, DC, Philadelphia, PA and Fayetteville, NC.

Root Branch CEO and Founder, Vonnya Pettigrew have 20 plus years of professional media experience as a filmmaker, writer, producer, director, and casting agent. She's produced content for government agencies, corporations, universities and broadcast networks such as Discovery, TV One, CharmTV, Disney and Starz. Pettigrew is currently a scholar in the Goldman Sachs 10,000 Small Business program in Baltimore, MD.

Root Branch's mission is to introduce young people to the television and film industry at an early age through media arts instruction and integration. Today's 21st-century learner uses media in every facet of their life personally, socially, so why not academically or potentially professionally.

Root Branch's team of seasoned and highly professional media arts instructors are committed to working diligently with youth giving them a voice to make media that makes a difference.