

## “Make California Education Better” Video Contest by EdVoice

California is filled with incredible educators, teachers, students and families. But public schools in California are still broken for too many kids.

### Issues of Concern in California Public Schools:

- California ranks almost last in the nation in reading and math
- More than half of California’s graduates need remedial help in beginning college classes
- California K-12 schools spend too much on bureaucracy and too little in the classroom
- There is too little transparency and accountability in how tax dollars are spent on education
- California has a statewide shortage of effective teachers
- California schools don’t provide enough students with vocational education to teach job skills

**We want your help in getting the word out!**

**Let’s make all California public schools work for every kid!**

Make your own short video for social media to help spread awareness about these issues. You can choose any of the above concerns, combine it with your story, and send it to us. You can also include your ideas about what adults should do to turnaround our public schools. Winners will get recognition, cash prizes and their video seen by audiences across the state!

### Prizes:

1<sup>st</sup> Prize = \$1,000

2<sup>nd</sup> Prize = \$500

3<sup>rd</sup> Prize = \$250

A fun and easy way to do this is to make an authentic video on one of the topics with you and your friends. Shooting with your smartphone is encouraged. Or you can narrate an edited montage video, or create an animation. The best way to drive meaningful change in addressing the issues facing California schools is for the public and policy makers to hear your voices and personal stories. Every kid should have the opportunity to attend a great California public school!

**Contest Winning Criteria:**

Finalists will be chosen by testing of staff-selected semi-finalist videos across social media.

Finalist videos will be judged with a combined score from the following categories:

1. Video views through 90% completion
2. Social media “likes” and “shares”
3. Electronic petition/letter signups used in testing at end of each video encouraging action to improve California’s public schools

**Audiences that will be used for testing videos:**

Adults with school aged children in household—California statewide

Adults identified as key influencers in community—California statewide

**Examples of Collateral:**

<https://www.facebook.com/EdVoiceCA/videos/1639411909481257/>

<https://www.facebook.com/EdVoiceCA/videos/1639417586147356/>

### Rules and Regulations:

- By submitting a video, you are releasing the copyright of the video for use by EdVoice for issue awareness promotional purposes in perpetuity.
- We recommend videos be submitted in MP4 or MOV format and shot in at least 1080x 1920px in either vertical or horizontal format.
- Stickers, filters and lenses are welcomed but not required.
- For the video to be considered for the cash prize, it must be a video taken and edited by you, and include the appropriate release(s). You cannot use copyright materials including images and music.
- If the video includes any minors under the age of 18, you must have permission in writing by scan email, or photo attachment, or fax, of all minor students' parents to enter.
- To be considered for cash prize, each video must be at least 15 seconds but no longer than 35 seconds in length.
- Videos are welcome from all over California!
- You can enter more than one video.
- Entries must be received before midnight April 27, 2018.
- Winners will be announced in May.
- The 1<sup>st</sup> (\$1,000), 2<sup>nd</sup> (\$500), and 3<sup>rd</sup> (\$250) place cash-prize winners will be notified promptly via e-mail.
- If you win, we'll arrange for a check to be sent to you (or your parent or guardian) directly.