

PRIZES
RANGING
FROM
\$50-\$500

FIRST 300
RECEIVE A
GO-BAG
STARTER KIT

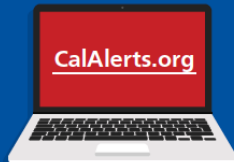
OPEN TO LAKE COUNTY K-12 YOUTH

READY-SET-FILM COMPETITION



1.

Get alerts to know what to do.



2.

Make a plan to protect your people.



3.

Get to safety with things you need.



4.

Stay safe at home when you can't leave.



5.

Help friends and neighbors get ready.



Lake County K-12 youth are invited to create original

2-MINUTE VIDEOS FOCUSED ON EMERGENCY PREPAREDNESS

to post on TikTok, Facebook, YouTube, Instagram, Twitter, and/or Reddit.

Winners will be judged by creativity, message effectiveness, and clarity as well as the number of engagements received. Extra points awarded for multi-platform posts and bilingual messages.

For rules, restrictions, and application
<https://firesafelake.org/contest/>

PARTICIPANT APPLICATIONS OPEN:

MARCH 1ST - MARCH 31ST

ENGAGEMENT SUBMISSIONS DUE:

APRIL 10TH, 2021

[HTTPS://FIRESAFELAKE.ORG/CONTEST/](https://FIRESAFELAKE.ORG/CONTEST/)

FOR MORE INFO CONTACT:
readysetfilm.lakecounty@gmail.com



OPEN TO LAKE COUNTY K-12 YOUTH

READY-SET-FILM COMPETITION

GENERAL RULES

- Entries must follow the basic guidelines and criteria to be observed for judgment.
- Entries missing any part of the basic criteria will be returned.
- Once a competition's final deadline has passed, you will not be able to submit or edit submissions.
- Once an entry has been submitted, no edits, replacements, or exchanges will be accepted. If you wish to submit an edited entry, enter it as a new entry.
- Be sure that the readyssetfilm.lakecounty@gmail.com email is not blocked, or you may not receive critical information, receipts, confirmations, alerts, etc.
- This competition accepts online entries only.
- Submissions from participants who are less than 18 years of age will require a release of information from a designated guardian confirmed via electronic signature confirmation.
- By submitting an entry, participants agree to allow the Fire Safe Council, NCO EPIC, and Listos California to publish entry/work on websites, social media, and other promotional needs.
- The terms do not provide rights for Fire Safe Council, NCO EPIC, Big Valley Band of Pomo Indians, and Listos California to redistribute content for profit. Participants retain full copyright to their work.

READY-SET-FILM COMPETITION

APPLICATIONS FAQ

What's the difference between an application and submission?

Your application is turned in to be qualified to submit your video entry. Your submission is the final results of your video, including a screenshot of all engagements that must be turned in no later than April 10th at 11:59 pm PST. You should get as many engagements as possible between the time you create your video and start sharing it to your online platforms and the April 10th deadline. *Anything submitted after that time/date will be disqualified.*

How do I apply for the competition?

Go to <https://2z3hjof85fc.typeform.com/to/L73666nO> to complete the application form. Upon completion of the form, you will receive a confirmation number to use for your submission form.

Who can apply?

Any Lake County K-12 student, enrolled in public, private, or homeschool programs.

Where can I post my video?

You can post your original video to TikTok, Facebook, YouTube, Instagram, Twitter, and/or Reddit. You can (and should!) post to more than one platform to get more engagements.

Do I have to be able to speak another language in the video to receive points for a bilingual video?

No, you can have your original video in English and have subtitles for another language to get extra points.

How long does my video have to be?

It can be UP TO 2 minutes, but no more. It can be less than 2 minutes.

What does my video have to include?

It must include at least 1 of the 5 Listos California Emergency Preparedness messages from <https://firesafelake.org/preparedness/>. Your video can include more than 1 of those messages.

OPEN TO LAKE COUNTY K-12 YOUTH

READY-SET-FILM COMPETITION

SUBMISSIONS FAQ

Where do I submit my video when it is done, and I have collected as many Likes, Comments, and Shares as possible before April 10th?

Using the confirmation number you received from the application form, you can complete the remainder of your video submission using the following link:

<https://2z3hjof85fc.typeform.com/to/BOe350jx>

What does my submission have to include?

Submissions must include contestant's name, grade, school, weblink(s), social media handle(s), and screenshot showing Likes/Comments and Shares.

How will the winning videos be decided?

Winners will be judged by creativity, message effectiveness, and clarity as well as the number of likes/comments received according to the grading rubric. Extra points will be awarded for multi-platform posts and multilingual messages.

What can get my video disqualified?

Use of professional-quality services, profanity, and lewd misconduct are not allowed. Missing the deadline is an automatic disqualification. Be sure that the readyssetfilm.lakecounty@gmail.com email is not blocked, or you may not receive critical information, receipts, confirmations, alerts, etc.

READY-SET-FILM COMPETITION RUBRIC

Representatives from Lake County Fire Safe Council, NCO EPIC, Big Valley Band of Pomo Indians, and Listos California will judge all applicants using a blind judging method while following the competition rubric outlined below. Winners will be judged by creativity, message effectiveness, and clarity as well as the number of likes/comments received. Extra points will be awarded for multi-platform posts and bilingual messages.

Grounds for Disqualification - Missing the deadline, use of professional-quality services, profanity, and lewd misconduct are not allowed.

SUBMISSION TITLE: _____

POINTS POSSIBLE: 180 + ENGAGEMENTS

CREATIVITY	HOW ORIGINAL IS THE CONTENT CREATED?	50 POINTS
MESSAGE EFFECTIVENESS	IS THE CONTENT CENTERED AROUND ONE OR ALL OF THE 5 STEPS OF EMERGENCY PREPAREDNESS?	50 POINTS
MESSAGE CLARITY	IS THE CONTENT MESSAGING CLEAR TO VIEWERS?	50 POINTS
ENGAGEMENTS	# OF VIEWS, LIKES, COMMENTS, SHARES	1 POINT PER ENGAGEMENT
SOCIAL MEDIA PLATFORMS	# OF SOCIAL MEDIA PLATFORMS USED	5 POINTS PER PLATFORM
MULTI-LINGUAL	IS THE CONTENT PRESENTED IN ONE OR MORE LANGUAGES OTHER THAN ENGLISH? (AUDIO MESSAGE AND/OR CAPTION)	50 POINTS PER LANGUAGE

TOTAL POINTS: _____