



## ***Green Apple Video Competition 2020: Let's Move***

### ***Calling all students!***

**The 2020 Green Apple Video Competition is now open!** To participate, students must create a PSA video on the subject of "Let's Move – Active Transportation". Submissions can be up to one-minute in length. All Middle School, High School and College Students of the San Joaquin Valley are eligible to enter the competition.

Winning videos and runner ups will be shown as special exhibit in the Bonner Auditorium at the Fresno Art Museum on Earth Day, April 25, 2020. The videos will also be highlighted on the CMAC channel and on social media. Winners win CMAC memberships and access to high quality camera equipment, classes and recording facilities.

***Deadline for entries is Friday, April 17th by 6pm.***

To enter, follow these instructions:

#### **CREATIVE CHALLENGE:**

Each video entry must address the subject of active transportation. Use creativity to fit it into your story, and pick that which works with your video's design and tone. Videos can be life action video, animation or timed PowerPoints.

Here are topics each PSA could address:

- City design
- Benefits of biking and walking
- Your Bike or Walk to School Day or routine: How do you integrate biking and walking into your life, your school or your office?
- Awareness of bicycles and pedestrians directed at car drivers

## CONTEST RULES:

1. Each entrant must be a middle, high school or college student currently living in the San Joaquin Valley.
  - a. Admissions of professionals currently working in the San Joaquin Valley are also accepted for the new Professionals category.
2. Each student may only enter once. Team submissions of up to 4 team members allowed.
3. Video must be at least 60-seconds long and no longer than 80 seconds.
4. All entries must follow the Creative Challenge above.

## HOW TO ENTER:

1. Make an awesome video, following the contest guidelines and shooting requirements.
2. Upload the link to <https://filmfreeway.com/GreenAppleVideoCompetition>.
3. Share on social media with Hashtag #GAVC
4. Deadline for submission of videos is April 17, 2020. Late submittals will not be accepted.

## JUDGING CRITERIA:

Films will be judged by a panel of independent judges on the following:

- a) Script and Story, including approach to the creative challenge
- b) Production Value
- c) Design, including graphics, special effects, production design, sets, costumes, etc.
- d) Overall Impact

Contact [lgromis@usgbccc.org](mailto:lgromis@usgbccc.org) with questions.

### **This program is supported by**



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