

The Conway-Horry County Martin Luther King, Jr. Planning Committee High School Video Instructions

Video Contest Steps

1. Students will create a 60-90 second (maximum) multimedia commercial addressing one of the following topics:
 - The New America: The Effects of COVID-19 on America
 - Civil Unrest: Will a Change Come?
 - Racism in America
 - The Education System: Effects of Virtual vs. Traditional Learning
 - Police Brutality: A Broken System
2. Students will address the topic in their own creative way to express their viewpoint on the topic. We recommend that you create your video footage using a digital camera or cellphone. If you add video or sound from other sources, be sure to credit those sources at the end of your video.
3. **Submit Your Video:** Email your video to allgoodpromos@gmail.com. If your video is too large to email, please send a google doc or Dropbox link to the email address provided.
4. **Contest Scoring:** Students will be scored based on the categories within the rubric provided.
 - 35% – Content Quality: Does the video connect the population to the chosen topic? Does the video explain why the chosen topic is important on a global scale?
 - 35% – Memorable/Creative: How well does the video draw in the viewer and keep their attention? Is the video original and innovative?
 - 20% – Logical Solution: Is the solution offered appropriate and supported by your claims?
 - 10% – Production: What is the overall quality of production (including visual and sound elements)?