



SHORT FILMMAKING CONTEST MECHANICS 2019 Nutrition Month Campaign



Short Filmmaking Contest Objective:

The contest aims to increase awareness and promote the importance of eating healthy diet, engaging in regular physical activity and reducing sedentary behaviors. The contest further aims to create interest and discover creativity among **junior and senior high school students** in promoting the importance of nutrition and physical activity, which is in line with the 2019 Nutrition Month theme: **“Kumain nang wasto at maging aktibo... push natin ‘to!’”**

Contest Rules:

1. The contest shall start from 15 July 2019 and is open to all public and private junior and senior high schools in Region 10.
2. Each school may submit only one (1) entry, which should focus on the 2019 Nutrition Month theme: **“Kumain nang wasto at maging aktibo... push natin ‘to!’”**. Talking points on the theme can be accessed through the National Nutrition Council X Facebook Page: **National Nutrition Council Region X** and webpage: <http://www.nnc.gov.ph/regional-offices/region-x-northern-mindanao>
3. One registration form shall be provided to each school.
4. The short film should run for a maximum of three (3) minutes only.
5. Entries should be original. In accordance to the copyright laws, music used in an entry must be original, licensed or in the public domain (ask permission from the composer).
6. Video resolution should be at least 720p (1280x720), 25fps frame rate.
7. Entries should not contain any offensive or inappropriate language, image and/or content. Animation films are strongly discouraged. The video should be appropriate for general viewership.
8. Display of brands of foods/beverages/formula milk to be used in the video is discouraged.
9. Each participant must submit their registration form together with the entry video in DVD or flash disk.
10. Deadline of submission of entries is on 2 August 2019, 5:00 PM. Submit entries to: **National Nutrition Council Region X, 2nd Floor, Door 1, Rego Building, Agoho Drive, Zone 1, Carmen, Cagayan de Oro City, 9000**.
11. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries through e-mail and phone call. Unqualified entries shall be informed by the Secretariat.
12. Shortlisted entries shall be uploaded to NNC X’s Youtube Channel and Facebook Page, National Nutrition Council Region X on 9 August 2019 for public viewing and voting. Overall social media engagement shall be based on the total number of Facebook and Youtube likes/reactions, views and shares. Shares should be posted public using the hashtag **#OneRegioninNutrition** and **#2019NMPush**. Public voting will close on 27 September 2019, 5:00 PM.
13. Decision of the judges shall be final and irrevocable.
14. Employees of the National Nutrition Council X and their relatives up to the second degree of consanguinity or affinity are not qualified to join the contest.
15. All entries shall be considered property of the National Nutrition Council X.
16. Awardees and finalists shall be invited to the Regional Nutrition Awarding Ceremony scheduled on October 2019.

CRITERIA

Qualified videos will be judged according to the following criteria:

1) Relevance to the theme	40%
2) Creativity and originality	30%
3) Technical quality	20%
4) Social Media Engagement	10%
TOTAL	100%

JUDGING MECHANICS

Mechanics & Judging Committee	-	60%
NNC X	-	40%
TOTAL SCORE	-	100%

PRIZES

Winners for the contest shall receive:

- Cash Prizes: ₱15,000.00 – grand prize, ₱10,000.00 – second prize, ₱7,000.00 – third prize
- Plaque of Recognition

Finalists shall receive:

- Consolation: ₱1,500.00
- Certificate of Recognition

Special Awards:

- Social Media Favorite Awards
- MANGO DIEZ Choice Awards



**Kumain nang Wasto
at Maging Aktibo...
Push Natin 'to!**

2019 Nutrition Month



National Nutrition Council X
2nd Floor Door 1, Rego Building, Agoho Drive
Zone 1, Carmen, Cagayan de Oro City
Telefax: (088) 856-8700
Cellphone no.: 09179803388
Email: nnc_x@yahoo.com
www.facebook.com/NNCRegion10
www.nnc.gov.ph/regional-offices/region-x



Short Filmmaking Contest
National Nutrition Council X
2019 NUTRITION MONTH



REGISTRATION FORM

Name of school: _____

Complete school address: _____

Focal person: _____ Age: _____ Sex: _____

Grade level: _____

Mobile number: _____ Email address: _____

Facebook page (if applicable): _____

Title of short film entry: _____

Brief description of entry:

[Signature over Printed Name]

NOTE: BY AFFIXING YOUR SIGNATURE YOU AND THE SCHOOL HEREBY AGREE TO CONTEST RULES

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2019 Nutrition Month Theme: “Kumain nang wasto at maging aktibo... push natin ‘to!’”