



Contest on Short Filmmaking 6.0: Nutrition in the New Normal

Contest Objective:

The contest aims to raise awareness on the importance of nutrition in building resilience and recovery from the pandemic. The contest further intends to create interest and discover creativity among **junior and senior high school students** to promote and mobilize actions for nutrition in the new normal in relation to the 2022 Nutrition Month theme: ***“New Normal na nutrisyon, sama-samang gawan ng solusyon!”***.

Contest Rules:

1. The contest shall start from **1 August 2022** and is open to all public and private junior and senior high schools in Region 10.
2. Interested schools must contact first the NNC Region X for the assigned genres (comedy, drama or action) of the film. NNC X will send the genre to be acted by the school in relation on the 2022 Nutrition Month theme: ***“New Normal na nutrisyon, sama-samang gawan ng solusyon!”***. Talking points on the theme can be accessed through the National Nutrition Council webpage.
3. Each school can submit only one (1) entry.
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 discouraged. The video should be appropriate for general viewership.
8. Upon production and shooting of video, **minimum health standards** (i.e. wearing of mask, physical distancing, frequent handwashing) must be strictly observed as protection against coronavirus disease (COVID-19) and other infectious diseases.
9. Filming is highly encouraged to be held in spacious and well-ventilated places, with limited number of persons.
10. The video must still be able to convey its message despite filming and production in the new normal setting.
11. Display of brands of foods/beverages/formula milk to be used in the video is discouraged. Use of bottles, teats, and/or pacifiers is also discouraged.
12. Each participating school must submit their registration form together with the video entry to nncregion10@gmail.com. Upon uploading, the school must make sure that the video is accessible by anyone by opening permission (Viewer mode) in the file settings.
13. Deadline of submission of entries is on **12 September 2022, 5:00 PM**.
14. All entries are subject to initial screening. The Secretariat shall notify the top 10 qualified entries through e-mail and SMS. Unqualified entries shall likewise be informed by the Secretariat.
15. Shortlisted entries shall be uploaded to NNC X’s YouTube Channel and Facebook Page, National Nutrition Council Region X on **20 September 2022** 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 hashtags **#OneRegioninNutrition #2022NutritionMonth #NewNormalnaNutrisyon**. Public voting will close on **29 October 2022, 5:00 PM**.
16. Decision of the judges shall be final and irrevocable.
17. 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.
18. All entries shall be considered property of the National Nutrition Council X.
19. Awardees and finalists shall be duly recognized by the National Nutrition Council X during the Regional Nutrition Awarding Ceremony tentatively scheduled on November 2022.

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	-	70%
NNC X	-	30%
TOTAL SCORE	-	100%

PRIZES

Winners for the contest shall receive:

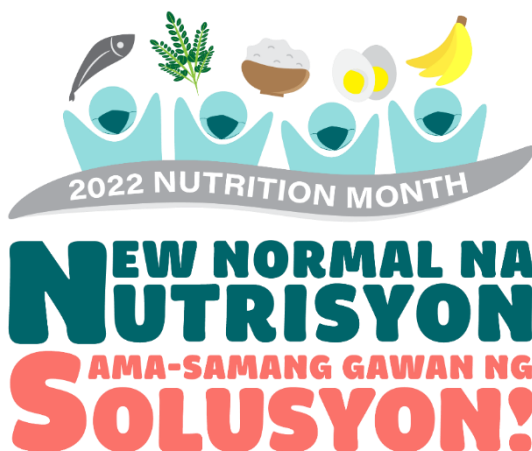
- Cash Prizes: ₱15,000.00 – grand prize, ₱10,000.00 – second prize, ₱5,000.00 – third prize
- Plaque of Recognition

Finalists shall receive:

- Consolation: ₱2,000.00
- Certificate of Recognition

Special Awards:

- Social Media Favorite Award
- MANGO DIEZ Choice Award
- Best in Comedy Film Award
- Best in Drama Film Award
- Best in Action Film Award



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<https://www.nnc.gov.ph/regional-offices/mindanao/region-x-northern-mindanao>



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REGISTRATION FORM

Name of school: _____

Complete school address: _____

Focal person: _____ Age: _____ Sex: _____

Grade level: _____

Mobile number: _____ Email address: _____

Facebook page/profile (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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2022 Nutrition Month Theme: “New Normal na nutrisyon, sama-samang gawan ng solusyon!”