"Re-framing Aging" Video Competition

My independent project for DIGI 496 was a collaboration with a local community organization to organize and host a community video competition to benefit the organization's promotions in Nanaimo and surrounding areas. The local organization that I teamed up with was *Nanaimo Seniors Connect.*

Nanaimo Seniors Connect is a collaborative project focused on reducing the social isolation of adults age 55 and over in Nanaimo through participation in local activities, increased community

connection and providing older adults meaningful opportunities for engagement. The project is funded in part by the Government of Canada's New Horizons for Seniors Program and provides an array of programming through partner organizations.

The organization reached out to me about a need for more digital media content and a desire to involve the younger generation with projects and creating connections between them and seniors in the community. Our solution was the "Re-framing Aging" Video Competition. As our welcome package described:

> "Our purpose for hosting the "re-framing aging" 2017 Video Competition is to challenge participants and filmmakers in the Nanaimo community to creatively re-frame aging in a positive light. In spite of ageist portrayals, seniors are resilient, have a wealth of experience, and through their contributions are often the glue that holds a community together. The goal of this competition is to inspire Nanaimo to become a more age-friendly, inclusive city. We are looking for films that showcase the value of seniors and inspire inter-generational connections and understanding."

Our goal was to facilitate an event that would not only create a toolkit of films for Seniors Connect to use as promotion to combat ageism, the discrimination of a person on the basis of their age, and senior isolation in Nanaimo, but to also provide an avenue to connect local seniors with local filmmakers and have them sharing stories and working together on a project everyone is invested in.

My role was to work together with the Seniors Connect team to plan, launch, promote, and deliver a successful video competition to the Nanaimo community. Below is a detailed description of the process and documents needed to produce the community video competition, all in three months!

Overview of the Process

There are three segments of work to be done when it comes to organizing a video competition:

1. **Launch**

Before you officially let the public know you are hosting a video competition you need to plan. Discuss the vision and purpose of the competition. What is the desired end result of the competition? How does the competition aline with the mandate and intentions of the organization. Who is the target audience? What does the timeline look like? What are the dates for the launch, submission deadline, and submission screening/awards ceremony.

Then once all the questions are answered. The documents for the launch need to be created and set up. This includes:

- Welcome package for participants
    - Description and purpose
    - Rules of competition
    - Judging criteria
    - Judge biographies
    - Prize packages and descriptions
    - Details on video screenings and permissions
- Waivers for participants
- Sponsorship letter
- Registration and submission guidelines
    - Website
    - Google Registration Form
    - Google Drive Access

2. Promotion

Once the details are decided and the documents are created. You need to focus on promotion. Actually, what I learned from this project was that promotion needs to be started much before the launch of the competition. Brainstorm ideas around attracting the attention of the target audience. How do you connect with filmmakers who will be interested in participating? Where do they spend their time? Who do they trust? How do you get them to trust you? What do the filmmakers participating care more about: prizes or recognition? These all influence the choices you will make when advertising and promoting the competition to the community. Finding

participants who are interested in creating a video from scratch with the topic you have in mind is difficult. The best way that worked for me was talking to people in person.

What you need to do:
- Design a poster and pamphlet, print and post
- Website page
- Social media posts
- Create an email list of community organizations to contact
- Create and send out a press release
- Promote on news outlets and shows or at events
- Visit schools/video classes, clubs and societies for presentations
- Organize connection events and locations to help participants if necessary

3. Delivery

The submission process should already be set up so once the deadline arrives the submissions should roll in. Some things to think about and prepare for though would be checking that all submissions are sent in correctly with proper waivers, send out confirmation emails to all participants, prepare judges for the material, and focus on planning the awards ceremony and video screening. You will need to:
- Confirmation emails to participants
- Send video submissions to judges with criteria document

Screening Event:
- Confirm venue
- Promote, advertise, and send personal invitations
- Create schedule
- Make certificates and prepare prizes
- Plan hospitality (coffee, tea, popcorn)
- Signage for event
- Links to videos and powerpoint presentation

Launch Documents

1. Welcome package for participants
    a. Description and purpose
    b. Rules of competition
    c. Judging criteria
    d. Judge biographies
    e. Prize packages and descriptions
    f. Details on video screenings and permissions
2. Waivers for participants
3. Sponsorship letter
4. Registration and submission guidelines
    a. Website
    b. Google Registration Form
    c. Google Drive Access

Promotion Documents

5. Design a poster and pamphlet, print and post

6. Website page

7. Social media posts

8. Create an email list of community organizations to contact

9. Create and send out a press release

10. Promote on news outlets and shows or at events

    a. Shaw: https://www.youtube.com/watch?v=BhLTbWGQjpQ&feature=youtu.be

11. Visit schools/video classes, clubs and societies for presentations

12. Organize connection events and locations to help participants if necessary

    a. I invited many of the schools and individual participants to come to Seniors Health and Wellness Fair at the country club mall in order to connect with seniors and talk with the organizers more about their ideas for the competition projects.

    b. I had two participants successfully attend this event and both of them submitted final videos in the competition.

Delivery Documents

13. Confirmation emails to participants

14. Send video submissions to judges with score sheets

15. Confirm venue

16. Promote, advertise, and send personal invitations

17. Create schedule

18. Make certificates

19. Prepare Prizes

20. Plan hospitality (coffee, tea, popcorn)

21. Signage for event

22. Links to videos and powerpoint presentation