



Practical guide for local managers

International Video Production Competition – 2019 Edition

“If you had one day in a World Heritage City...”

RESPONSIBILITIES

Responsibilities of the city or delegated promoter

- Read the regulations of the competition on the OWHC website as well as the practical guide for local managers.
- Hand the management of this project over to a municipal manager or a delegated promoter.
- Invite young people to participate in the competition. The cities are not required to open the competition to both targeted groups; they may decide to offer the competition to a single age group only.
- Ensure that the young people are old enough to participate and that everyone is inscribed the right age group.
- Ensure the orderly conduct of the local level of the competition.
- The financing of the local part of the competition is assumed by the participating cities, out of their own structures.
- Select the video or the two videos that will be submitted at the international level of the competition and to complete the online form on the OWHC Web site. **The prize-winning videos must be submitted in their original version (not through a YouTube link).**

Responsibilities of the OWHC

- Broadcast the local award-winning videos of each of the participating cities on the Youtube channel of the OWHC.
- Broadcast on the OWHC website the videos.
- Set up a jury to select the two videos that will win the international competition.
- Award the prizes to both prizewinners of the international level.
- Recognize the cities that distinguished themselves thanks to their young international prizewinners.

AGE OF THE PARTICIPANTS AND PRODUCTION YEAR OF THE VIDEOS

In the regulations of the competition, it is written that “They [the young participants] must be of the required age when they deposit their videos as part of the program, and they have until the deadline to do so, i.e. 15 March 2019”.

It is important for each participating city to inquire whether they need to obtain a consent form signed by the parents, in the case the young people are minors and appear in the video. It is the cities' responsibility to produce and have these forms signed. The OWHC does not require the signature of such a form.



It is also important that the video has been produced in the last year and a half. More specifically; since the unveiling of the winners of the last edition, so since November 2017. If the video presented was not produced for the sole purpose of the competition, we must pay attention that it meets the goal of the competition.

WHO CAN PRODUCE THE VIDEOS?

Anyone who meets the above-mentioned requirements may enter the competition. It is not mandatory for young participants to produce a video about the city in which they live. They may decide to produce a video in a city where they study, or where they are travelling. In other words, the city has the right to accept videos that are not produced by one of their young citizens.

WHAT ARE THE STEPS TO TAKE ON THE LOCAL LEVEL?

- To register one's city using the online form on the OWHC website ([HTTP://WWW.OVPM.ORG/EN/VIDEO COMPETITION](http://www.ovpm.org/en/video_competition)) and to send it no later than 11 January 2019.
- To invite young people belonging to one of the age groups or to both age groups targeted – the 14-17 years of age and the 18-21 years of age – to produce a 5-minute or less video presenting a world heritage city. It is highly recommended to invite them to read the description and regulations of the competition on the webpage of the program and inform them about the good practices regarding publication on the Web (see below).
- To ask the young participants to submit their videos as of 11 January 2019.
- To select a winning video for each of the participating age groups and to send it using the online form on the OWHC Web site. The submission of the video has to be done between 11 January and 15 March 2019.

HOW CAN PARTICIPATING CITIES INVITE THEIR YOUNG PEOPLE TO TAKE PART IN THIS COMPETITION?

- **By using the promotional material (posters and banners) offered by the OWHC**, they can simply announce the competition on their websites, and install posters in schools, cultural and community centers, etc. The city can also promote the competition in local media. Among the material available, you will find:
 - A web banner that can be used on your website, social medias and newsletters.
 - An international poster (one per OWHC working language) with important information about the competition, that can be put up in your city. We suggest you print it in 11x17" format.
 - A regional poster (one per OWHC working language) with less text; leaving with more space to add your own text, in another language if you wish. We suggest you print it in 11x17" format.
- **Advice:** By using schools, cultural and community organizations or others, you can ensure tighter monitoring of the project thanks to teachers and coordinators, as well as possible technical and financial support. Use these establishments to promote the program!



HOW CAN THE CITIES HELP THE YOUNG PARTICIPANTS PRODUCE THEIR VIDEOS?

- Inform the competitors that, to produce a video of a maximum duration of 5 minutes, some preparation is needed. Beforehand, they must have thought about their scenario, the information they wish to communicate, as well as the manner in which they will do it.
- Once they have gathered the information, the young producers must think about their intentions of communication. What aspects do they wish to highlight?
- Then, they must think about the way they wish to go about it to convey their message. Do they wish to make their video outside? Do they wish to appear in the video? Do they want to stand still before the camera or to move? Must there be some noise? What atmosphere do they wish to create? Must they consider the temperature, the lighting, and the season?
- The young people must also determine the public for which the video is intended. This information will not necessarily be mentioned in the video, but it must be clarified before filming, as it will influence the tone of the presentation. Are they talking to tourists? To adults? To children? What form will the video take depending on the public? Do they wish to make a documentary, a journalistic report, or an educational capsule?

YOUTUBE

The videos of the participants at the local level can be submitted via Youtube on the personal account of the participant, or in its original version such as mp4. or mov.

However, it is now mandatory, at the international level, to submit to the OWHC the local awarded-video in the following formats: .wmv (Windows Movie Maker, Windows Media Player, etc.), .avi (Audio Video Interleave), .mov (iMovie), .mpg (QuickTime video format). These formats are those accepted by YouTube and the video will be published on the OWHC channel.

Even if the OWHC will present the local awarded-videos on its YouTube channel, we will not oppose the young participant submitting his video on his own channel as well. If you wish to help a young person who would like to upload their video on Youtube, please read the following sections.

WHY THE OWHC USES YOUTUBE?

- YouTube offers free hosting, based on confidence and satisfaction of Internet users.
- YouTube is the search engine used most often after Google. Other users will be able to see the information put on YouTube within the scope of this competition everywhere in the world, in highly different contexts.
- YouTube offers quality service: the videos are available 7 days a week, no matter where you are.
- YouTube offers the possibility for users to comment the videos. A young person will be highly motivated by a few favourable comments on the part of the community.



HOW CAN A VIDEO BE PUT ON YOUTUBE?

- To put a video on YouTube, the young participant must first create an account. To do so, one must go the following Web site: WWW.YOUTUBE.COM and click “Sign in” on the upper right-hand side of the home page. Then, one must create a Google account, if not done already, to sign in. Read the terms of use before clicking “I Accept”. It is possible to open an account using a pseudonym.
- To insert a video, one must click on the little camera “Create a video or post”, then “Upload video” and finally click on the arrow at the centre of the page. Importing a video and putting it online is done following the same steps as for enclosing a file with an email. One must ensure that the format selected is accepted by the site. Afterward, one must enter the title of the video as well as key words making it possible to find the video once it has been published. To make sure that the members of the local and international juries can consult the video, one must share the video at the public level.

HOW CAN THE CITIES MAKE SURE THAT THE YOUNG PARTICIPANTS KNOW THE GOOD PRACTICES REGARDING PUBLICATION ON THE WEB?

- For security reasons, inform the young people not to publish more than two pieces of personal information (picture, given name, surname, age, address, school, etc.). Thus, if the young producer appears on the video, he may mention only one other piece of information. By acting responsibly, no risk is associated with the presence of a young person in a video broadcast on YouTube.
- The young participants must not introduce in their video any audio tapes or images on which they do not have any rights. They must be made aware of copyrights.
- Freedom of expression is encouraged on YouTube, but no defamatory speech or speech calling for hatred or violence may be published on the Internet. Make sure that the young people remain relevant and identify those who make derogatory statements.

CONTACT

For any question regarding the competition, please write to the Program Administrator, Andréanne Charest : ACHAREST@OVPM.ORG