



#Ronalert Video Challenge

Nov. 30, 2020

Intro

The State of Utah is experiencing a surge of COVID-19 cases, including an increasing number of cases among teens and young adults. Each individual helps reduce the spread of coronavirus when they engage in healthy behaviors like wearing a face mask, keeping 6 feet of physical distance from others, and limiting the size of social gatherings.

The Utah COVID-19 Response Team is asking students from 14-25 years old to encourage their peers to follow health guidelines by joining our #Ronalert Video Challenge.

Overview of the Challenge

1. Create a video that encourages safe COVID-19 behaviors
2. Tag with #utahcoronavirus and #emergenciasutah, and/or #ronalert
3. Share it on your social media channel(s)
4. Confirm your participation with an email to content@pennapowers.com by **11:59 p.m. on Saturday, Dec. 12** (email instructions below)
5. A panel of judges will select winning videos to be shared later in the month of December.

Video Challenge Instructions

1. **Create a video** that encourages one or more of the following safe COVID-19 behaviors:
 - a. Limiting the size of social gatherings (check the state coronavirus [website](#) to find the limit in your county)
 - b. Wearing a face mask
 - c. Keeping 6' of physical distance from people outside your household

Make sure the messages in your video align with health guidelines as outlined on the state's [website](#).

We've provided a package of stickers and backgrounds. You're welcome, but not required, to use one or more of these materials in your video. See <https://coronavirus.utah.gov/rona>

We've also attached some ideas to help get you started on coming up with your video.

You can create the video in English or Spanish, a mix of languages, or a version in each language. It's up to you. You're encouraged to reflect your community culture in your video.

To be eligible to win, each person who appears or whose voice is heard in the video needs to fill out the attached talent release form and submit to content@pennapowers.com as instructed below. For individuals younger than 21 years old, it must include a parent or guardian's signature. These forms are due by the video challenge deadline.

Suggested video length: 15-30 seconds



Number of entries per person/group is unlimited

Individuals or groups may enter

Video must appear on one or more of the following channels: Instagram, Tiktok, Twitter, and/or Facebook

Other hashtags to consider (not required): #ronalert, #maskuputah

2. **Share the video** on your social media channel(s). Tag #utahcoronavirus and #emergenciasutah. Encourage your audience to view and share your video (as your profile settings allow). You can share to more than one channel and/or through more than one account.
3. **Submit your video by 11:59 p.m. on Saturday, December 12, 2020** via email to content@pennapowers.com.

Your email must include:

- A) Names of individuals involved, and the name of your group and/or school (if it's a group entry rather than an individual entry).
 - B) If your video is posted on a *private* channel/group:
 - a. A copy of the video (mp4 preferred)
 - b. A screenshot of the video on appearing on your channel
 - C) If your video is posted with "*public*" privacy settings that allow @utahcoronavirus to see it, include a link to the post
 - D) Talent release forms for anyone appearing in the video. If your entry is submitted by an official group or organization, you may submit one talent release for the entire group.
 - E) Name and phone number for the main contact person for your entry.
4. **A #Ronalert panel of judges will review videos.** There may be more than one winner. Winner(s) will be notified. The winning entry must adhere to these instructions, and talent release/permission forms must be submitted by the Dec 12 deadline.
 5. The winning video(s) will be shared on statewide @utahcoronavirus channels. Winner(s) will be announced sometime between Wednesday, Dec. 16 and Friday, Dec. 18. The winner(s) will receive a \$100 cash prize.



Timeline

Challenge opens	Monday, Nov. 2
Submission deadline	Saturday, Dec 12 at 11:59 p.m.
Judging	Wednesday, Dec. 16
Winner announced	Between Dec. 16-18 on @utahcoronavirus

Attachments

Talent release/permission form

Video challenge ideas, including sample of stickers, etc. available on website



#Ronalert Video Challenge Ideas

Following are a few ideas that you can work from to create your video, or to get you started on brainstorming your own idea! Most of the ideas we've shared relate to mask-wearing, but limiting group sizes and physical distancing are also really good themes. Don't forget that your video must encourage one or more of the following safe COVID-19 behaviors:

1. Limiting the size of social gatherings (check the state coronavirus [website](#) to find the limit in your county)
2. Wearing a face mask
3. Keeping 6' of physical distance from people outside your household

You may create the video in English or Spanish, a mix of languages, or a version in each language. It's up to you. You're encouraged to reflect your community culture in your video.

Suggested video length: 15-30 seconds

Video Ideas

- Show me your ___ mask, similar to the "show me your ___ shoes" video style: <https://vm.tiktok.com/ZMJUaxpsd/> For example, Show me your most worn mask... Show me your favorite mask... Show me your most expensive mask... Show me your _____ mask...
- Create a TikTok dance about wearing masks, physical distancing, staying home if you're sick, etc.
- Demonstrate how to style your mask with your outfit
- Show masks that the different houses of Harry Potter would wear (i.e. Gryffindor, Ravenclaw, Slytherin, Hufflepuff)
- Show a day in your life/at your school with your mask
- Show a day in the life of a mask, from the point of view of a mask
- Use the "chicken wing, chicken wing, hot dog and bologna" song
- Give a rating system for masks (design, color, how well it fits, etc.)
- DIY dying or bedazzling your mask
- Hey, Angel "Meteor vs Meatier" video, but with masks
<https://www.youtube.com/watch?v=lx2iidJp1OE>

Materials

We've provided a package of stickers and backgrounds at <https://coronavirus.utah.gov/rona>. You're welcome, but not required, to use one or more of these materials in your video.



Client: State of Utah
Job No: 10756
Job Title: Social Media Content Mgt.
Date: November 2, 2020

To whom it may concern:

I hereby agree to the Utah Department of Health, State of Utah COVID-19 Response Team, and their agent, Penna Powers, recording and publicly exhibiting my appearance/voice and/or participation in social media for:

@UtahCoronavirus #Ronalert Video Challenge

In consideration of the mutual benefits flowing from such exhibition, I agree as follows:

1. Penna Powers/the State of Utah are authorized:
 - (i) To publicly exhibit the cinematography / photography / voice-over and any part(s) or edited versions of the cinematography / photography / voice-over one or more times on official digital channels of the State of Utah COVID-19 Community Task Force:
<https://www.instagram.com/utahcoronavirus/>
<https://www.facebook.com/pg/utahcoronavirus/>
<https://twitter.com/UtahCoronavirus>
<https://coronavirus.utah.gov/>
<https://www.youtube.com/channel/UCGcNNBwIUq6lErlVM7EVYXQ>
<https://www.instagram.com/emergenciasutah>
<https://www.facebook.com/pg/emergenciasutah>
<https://twitter.com/emergenciasutah>

2. By signing this agreement I am releasing Penna Powers and the State of Utah from and against claims of any nature arising from reason of my appearance in the cinematography / photography / voice-over statement made by others on, or in connection with the cinematography / photography / voice-over, or Penna Powers/the State of Utah's exercise of the rights which I have granted to Penna Powers/the State of Utah in this agreement. If an organized group is appearing, this release covers all individuals at the video shoot.

IF SUBMITTING AS AN INDIVIDUAL, SIGN HERE:

Penna Powers/the State of Utah's permitting me to appear in the media shall constitute Penna Powers/the State of Utah's approval of this agreement.

Signature: _____

Print Name: _____

Address: _____

City, ST, ZIP: _____

- CONTINUED ON NEXT PAGE -

Email: _____

Countersign by parent or guardian if signatory is under 21 years of age.

IF SUBMITTING AS AN ORGANIZATION/GROUP, SIGN HERE:
Penna Powers'/the State of Utah's permitting me to appear in the media shall constitute Penna Powers'/the State of Utah's approval of this agreement.

Name of Group: _____

Contact Signature: _____

Contact Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Countersign by advisor or teacher if signatory is under 21 years of age.