ICMA student chapter
Day-in-the-life video contest guidelines

Video guidelines
1) Get your team together for a brainstorming session.
2) Identify a person or process you’d like to tell a story about.
3) Decide who will do what (write the script, contact the “actors”) by when.
4) Check all the rules about music, images, and video (copyright, privacy).
5) Shoot and edit your video. Videos must be no more than two minutes long.
6) Incorporate Life, Well Run key messages (please see the Messaging section of the LWR Resources page: http://bit.ly/Mn4T3k)
7) Contact ICMA at nextgen@icma.org when your video is completed, and ICMA will work with you to upload your completed video to the ICMA YouTube page (https://www.youtube.com/playlist?list=PL9D817CED1671467D).

Contest rules
1) Entry is free, and multiple entries are welcome. The deadline is May 9, 2014.
2) All content must be original, student content. There is no limit on team size. Use your school’s graphic design, journalism, or other departments as you like.
3) For anyone identifiable in your video, you must have them sign a consent form and identify them in the video (if they are being interviewed) with name, title, and their city, town or county. The consent form is found here.
4) Tell a story. Videos must fall into one of these categories:
   a. spotlight a professional local government administrator, deputy administrator, or other professional staff
   b. describe a process that makes the community better and how that process was launched (e.g., how public engagement led to an innovation in recycling, or how a new recycling program bolstered community engagement efforts)
   c. highlight a well run local government (must be professionally managed)
   d. focus on how the relationship between a professional local government manager and an elected official or other community leader helps to promote efficient, effective, ethical local government (or any one of those)
5) All videos must have opening and closing credits. (Note: the winning videos will be fitted with the Life, Well Run closing slate.)
6) No corporate logos in videos.
7) Make sure that your video can be aired on television (winning videos will be promoted and used by ICMA in its Life, Well Run campaign, which may include being aired on television), and that people featured in videos are aware of this possibility.
8) The entrant indemnifies the competition organizers from any loss, injury or damage that may occur in the production of his or her video.

Questions?
Contact the UNC ICMA student chapter at uncmpaicma@gmail.com.