

MARCH 21 INTERNATIONAL DAY
FOR THE ELIMINATION OF RACIAL DISCRIMINATION

RACISM STOP IT!

National Video Competition



CALL FOR ENTRIES

ENTRY DEADLINE
JANUARY 16, 2006

For more information
1-888-77MULTI / 1-888-776-8584
www.march21.gc.ca

CBC Radio-Canada

Canadian Heritage
Multiculturalism

Patrimoine canadien
Multiculturalisme

Canada

The Racism. Stop It! National Video Competition is part of Canada's campaign against racial discrimination and every year it reaches more and more youth.



If you are between 12 and 18 years of age, you are eligible to enter the Racism. Stop It! National Video Competition. Create a video between 60 and 90 seconds in length that represents your thoughts on eliminating racial discrimination. You can work in a team of up to five people. Your video can feature as many people as you want – include your whole school or members of your community if they have something to say about eliminating racial discrimination.*

AND THE WINNER IS...

All members of the teams that enter this year's Racism. Stop It! National Video Competition will receive a participation certificate. The 10 winning videos are selected by a tiered process in which entries are judged for originality, audio/visual quality and, most importantly, the effectiveness of the Racism. Stop It! message. The creators of these videos will be invited to an award ceremony in Canada's Capital Region to commemorate March 21, the International Day for the Elimination of Racial Discrimination. All winning schools or participating organizations will receive a Panasonic Digital Palmcorder® Multicam™ Camcorder so that they can continue to encourage youth to make videos to fight racial discrimination.

Panasonic. ideas for life

HOW DO I MAKE A VIDEO?

Right from the start, ask yourself some questions. What's your story and how do you want to get your message across?

- ▶ Compose an outline – a plan of action with a script and shot descriptions.
- ▶ Play with focus, camera angles, lighting technique and variations in your depth of field.
- ▶ Be aware of the effect of lighting directions and shadows.
- ▶ Use only original music in your video (i.e., music you and your team compose) and watch the quality of your voice-overs.
- ▶ Keep it tight – you have only 60 to 90 seconds. Special effects or clever transitions can take over and get in the way of your message.
- ▶ Be creative, be original, but don't forget the message: Racism. Stop It!
- ▶ Check out www.tgmag.ca for support and training to make your video.

GOING ONLINE

Check out our Web site at www.march21.gc.ca for more information. Click on the "National Video Competition" icon to see last year's winners.

YOU CAN MAKE A DIFFERENCE!

Raise your hand and work toward the elimination of racism in your school or community.

WHAT IS RACISM?

Racism is the belief that one ethnic group, race or religion is superior to others and that they are not worthy of due respect or recognition. As a result, individuals become the targets of racial acts based solely on the colour of their skin or their cultural background. Racial discrimination can enter into all aspects of our lives. It can be both subtle and obvious, ranging from unfair reporting in the media, jokes and name-calling to discrimination in the work force and hate crimes.

Respect. Equality. Diversity. These are three Canadian values that are fundamental to the Racism. Stop It! Campaign. We must ensure people are aware that racism exists in our country. Each of us must be inspired to take action against racial discrimination every day.

Racism affects everyone. Be open to new ideas and raise your hand against it. Racism. Stop It!

MARCH 21 THE INTERNATIONAL DAY FOR THE ELIMINATION OF RACIAL DISCRIMINATION

After peaceful demonstrators were killed on March 21, 1960 in Sharpeville, South Africa, the United Nations declared March 21 International Day for the Elimination of Racial Discrimination. Canada was one of the first countries to support this initiative. To demonstrate the Canadian government's commitment to the elimination of racial discrimination and to raise awareness of the harmful effects of racism on our society, the Department of Canadian Heritage launched its first annual campaign against racial discrimination in 1989.

RACISM. STOP IT! CAMPAIGN

MULTICULTURALISM PROGRAM, DEPARTMENT OF CANADIAN HERITAGE

Youth are among the most exposed to racism. They are also our greatest partner in the struggle against

it. For more than 15 years, the campaign has mobilized youth across Canada to rise up and take a stand against racism. The National Video Competition engages youth to transcend the boundaries of race, ethnicity and religion, and to embrace diversity.

Every year the 10 winning videos are edited into 30-second nationally televised public service announcements reaching millions of Canadians.**

TAKE ACTION!

Here are some ideas on ways to help stop racism.

- ▶ **Create** a video that represents your thoughts on eliminating racial discrimination.
- ▶ **Organize** an event in your school or community that will make a positive difference towards the elimination of racial discrimination.
- ▶ **Check out** our Web site at www.march21.gc.ca for information on events, materials and resources available to you to help fight racism.
- ▶ **Also check** www.canadianheritage.gc.ca for information on a variety of issues related to multiculturalism in Canada.
- ▶ **Order** special Racism. Stop It! posters, brochures and stickers.
- ▶ **Arrange** with a local retailer to display Racism. Stop It! products in his or her store.
- ▶ **Plan** an anti-racism day or assembly at your school or in your community.
- ▶ **Organize** a march down a main street in your community to promote racial harmony.
- ▶ **Present** an arts event like a play, a story-telling, music and songs, or a screening of films and videos that have an anti-racism theme or promote cultural diversity.
- ▶ **Above all, examine your own actions.** Do they reflect beliefs in equality and diversity? Do your actions demonstrate these beliefs? How can you influence your family and friends to accept and respect diversity? How can you do more?

** If your submission contains a soundtrack that you would prefer not be altered, please provide a separate 25 second version of your sound file on a CD.

* Please ensure you read the criteria. Your application will be deemed ineligible if all the requirements are not met.

© Palmcorder is a trademark of Matsushita Electric Industrial Co., Ltd., used under license by Panasonic Canada Inc.

CRITERIA

POSTMARK YOUR VIDEO NO LATER THAN JANUARY 16, 2006.

- ▶ All entries must be submitted on Mini-DV tape, DVD or VHS tape.
- ▶ A production team can consist of up to five people but your video may feature as many people as you like. You and your team can get help, but your video must be your own creative effort.
- ▶ At the end of your video, each team member must state his/her name, address and telephone number.
- ▶ Identify your video by applying a contact name (Team Rep), address, phone number and language of submission (English or French) on the videotape itself.
- ▶ If you have taped several takes, cue it up to the take you want to be judged.
- ▶ Your video submission can be in English or French.
- ▶ Keep a copy of your video for yourself – entries will not be returned.

Your video will be judged by a jury of professionals based on:

- 1 Effectiveness and creativity in the communication of the *Racism. Stop It!* message.
- 2 Production quality - even if your idea is brilliant, no television station participating in this initiative will be able to use it for public broadcast if your images or sound are unclear.
- 3 Keeping to the rules. **IMPORTANT! PLEASE READ!** Is your video between 60 and 90 seconds in length? Submit one VHS, DVD or Mini-DV tape per entry. Each video submitted must be accompanied by one entry form. Each team member under the age of majority must obtain a parent or guardian signature on the entry form or attached copies. Submissions that contain any images not created by the entrants such as pictures, photographs, stock film or images from the Internet will not be considered for the Competition without a letter of permission from the persons having rights in the work(s) used. If you are using stock photography or film that belongs to your school, remember to include the name of the photographer and/or the stock film library in the credits. Did you use only original music, composed by your team or a friend of the team? Postmark your video by or before January 16, 2006.

All videotape entries become the property of the Department of Canadian Heritage, including all intellectual property rights, and will not be returned. It should be understood that this involves that the Department of Canadian Heritage will have the right to use all videotape images they receive as they see fit and allow any television station participating in this initiative to edit,

reproduce and broadcast any and all video submissions or portions thereof. The contest closes January 16, 2006.

No responsibility will be taken for entries that are incomplete, damaged, misdirected or delayed. To enter and be eligible to win, a person must be under 19 years of age as of March 21, 2006, a permanent resident or citizen of Canada who has the consent of his/her parent/guardian (if he or she has not reached the age of majority) and who is not an employee of, a member of the immediate family of, or domiciled with an employee of any television station participating in this initiative, sponsors and partners associated with this competition, the Department of Canadian Heritage, and their advertising and promotional agencies. This contest is subject to all applicable federal, provincial and municipal laws. Prizes are subject to change without notification and must be accepted as awarded. No substitutions will be made, transfer permitted or refunds allowed, cash or otherwise. All entrants shall submit a signed Statement of Release of Liability and Publicity and Release of moral rights attaching to the work(s) which is part of this entry form, with their video entry, to be signed by their parent or legal guardian if they have not reached the age of majority, before receiving their prize. By entering, contestants agree to abide by the contest rules and the decisions of the contest organizers, which are final, and to the use of their name, and photograph for publicity purposes by the Department of Canadian Heritage, and any television station participating in this initiative without further compensation. Any personal information collected for the purposes of the competition will only be used or disclosed in accordance with the Privacy Act of Canada by Canadian Heritage and/or its contracted agencies. In providing such information, participants or their parent/guardian do consent to the use of such information as indicated. The parent or the legal guardian will become responsible for all aspects of awarding of prizes if the winner has not reached the age of majority. The odds of being selected will depend on the total number of eligible entries received.



Submissions must be sent to:

RACISM. STOP IT! Co-ordinator
c/o The Students Commission
23 Isabella Street
Toronto, ON, M4Y 1M7



RACISM. STOP IT! NATIONAL VIDEO COMPETITION ENTRY FORM ENTRY DEADLINE JANUARY 16, 2006

Please complete this form (photocopies can be used). This entry form must be sent along with your videotape before January 16, 2006. **Please print clearly.**

All information on this entry form is mandatory and your video may be disqualified if all fields are not completed.

INFORMATION ABOUT YOUR TEAM

(maximum of five participants per team)

ENTRANT 'S NAME (TEAM REP)	FIRST	LAST
HOME ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
AGE*	GENDER	
STUDENT/PARENT/GUARDIAN SIGNATURE*		DATE
TEAM MEMBER 2	FIRST	LAST
HOME ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
AGE*	GENDER	
STUDENT/PARENT/GUARDIAN SIGNATURE*		DATE

TEAM MEMBER 3	FIRST	LAST
HOME ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
AGE*	GENDER	
STUDENT/PARENT/GUARDIAN SIGNATURE*		DATE
TEAM MEMBER 4	FIRST	LAST
HOME ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
AGE*	GENDER	
STUDENT/PARENT/GUARDIAN SIGNATURE*		DATE

TEAM MEMBER 5	FIRST	LAST
HOME ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
AGE*	GENDER	
STUDENT/PARENT/GUARDIAN SIGNATURE*		DATE

INFORMATION ABOUT YOUR SCHOOL OR OTHER ORGANIZATION'

SCHOOL NAME		
ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE		
EMAIL		
ADULT ADVISOR NAME	FIRST	LAST
<input type="checkbox"/> TEACHER <input type="checkbox"/> OTHER please specify _____		

Panasonic. ideas for life

GENERAL INFORMATION

Title of video:

Where did you learn about this competition?

Please attach a typed list of all entrants as you would like the names to appear on their participant certificates. (Please check spelling carefully. Thanks.)

DECLARATION AND RELEASE

I, (as identified above), by his/her parent or legal guardian (if entrant has not reached the age of majority) declare the following:

- 1 That I understand that all videotape entries become the property of the Department of Canadian Heritage, including all intellectual property rights, and I hereby waive all moral rights attaching to the work. I understand that the Department of Canadian Heritage will have the right to use all videotape images they receive as they see fit and allow any television station participating in this initiative to edit, reproduce and broadcast any and all video submissions or portions thereof.
- 2 I consent to the use in any form of media, and in connection with the contest, of my name and/or photograph including my likeness as it appears in the photograph.

*Entrants (or their parents or legal guardians if they have not reached the age of majority) warrant by their signature that they have read and understand the Declaration and Release.
†Recognized youth oriented organizations

- 3 In the event that I win a prize, I agree to accept the prize as offered, and its receipt by me shall fully discharge any television station participating in this initiative, sponsors and partners associated with this competition, Her Majesty the Queen in right of Canada, Department of Canadian Heritage, and their advertising and promotional agencies, and any of their employees or agents from all claims, demands, damages, actions, or causes of actions, which I, my heirs, executors or administrators may have against them or any of them in relation to the prize or the contest.

For more information and to order
RACISM. STOP IT! materials:

1-888-77MULTI / 1-888-776-8584
www.march21.gc.ca