



## Video Submission Checklist

Please confirm you have completed each item on this list before submitting your video by 11:59 p.m. ET on May 7, 2020.

- Does your email subject line read: **“Prize Submission: [Team Name], [Title of Video]?”**
- Is your video 30 seconds to 3 minutes in length?
- Have you shared your video via link that the public can review?
- Have you addressed at least one [hard-to-count](#) community in your video outreach?
- Have you included your required description in no more than 2 pages single spaced at 11pt standard font?
- Are you sending your submission to [census.accelerate@census.gov](mailto:census.accelerate@census.gov)?

# Video Submission Email Template

**Your Email:** Send to [census.accelerate@census.gov](mailto:census.accelerate@census.gov)

**Email Subject Line:** "Prize Submission: [Team Name], [Title of Video]."

## What to Submit

(1) Link to a 30-second to 3-minute Digital Video via a web link, to a platform such as YouTube or another web location where the video can be accessed.

(2) Team information: In a word or PDF document, please briefly state:

- a. **Who created the video being submitted?** State the names, project roles, and organizational affiliations of people who were involved in production of the video.
- b. **Who will receive funds if awarded?** State which individual(s) or organization(s) will receive the prize funds if awarded.
- c. *(Optional) Student information:* If you are a full-time student and wish to be considered for a student prize, you must submit the following for each applicant: age and academic institution where the submitting team members are students (school and year of graduation). If selected as a winner, you may be asked to verify student status; any such personal information collected from candidates is subject to the U.S. Census Bureau Online Privacy Policy. If you are not a student or do not wish to be considered for a student prize, you do not need to submit Student Information. Student applicants can still be considered for the grand prize or runner up prize. Students under the age of 18 are permitted to apply for the Prize Challenge with a consent form signed by a parent or guardian; please email [census.accelerate@census.gov](mailto:census.accelerate@census.gov) to request this form.

(3) Video information: In the same word or PDF document, in no more than 2 page single spaced (at least 11 point standard font), please briefly describe the following information about the video:

- a. *Which Hard To Count community(ies) are targeted in this video?* Videos must target at least one HTC community from the list described on page 2 of the [Resource Guide and 2020census.gov](#).
- b. *How did you engage members of the target HTC community?* Describe whether and how you engaged people from the targeted HTC group(s) in developing or testing the video content, seeking feedback, iterating on the video, and/or

engaging them directly in production. If you did not engage members of the target community directly, explain why you believe this video will resonate meaningfully with the audience.

- c. *How and when was this video made?* Briefly describe the production timeline and process.
- d. *How will you share this video widely with your target audience?* Describe how, within whatever resources you have available, you will distribute this video, increase its virality, and ensure that members of the target audience are viewing the video.
- e. *Please include a transcript of the video.* This will help the judges review for accuracy.

(4) Optional: What inspired you? As an optional addition to their submissions, applicants may submit up to one (1) additional page, or up to 1 additional minute of video, explaining what or who inspired them to create this video.

Submissions can be modified until the deadline (5/7/2020 at 11:59pm ET). Application materials received after the deadline will not be evaluated. Please note that if teams submit revisions or multiple versions of the same application, the latest application package sent will be the only one evaluated. Each video entry must be accompanied by the required written information, including team information and video information.

**Please review all rules and submission guidelines on [challenge.gov](https://challenge.gov).**

**Submission Email: [census.accelerate@census.gov](mailto:census.accelerate@census.gov)**