



Mali Rising Speech Up! Video Contest

Official Rules 2020/2021

About the Contest: At Mali Rising, we think young people have the ideas and energy needed to change the world. That's why the Speech Up! contest exists — to give young people a forum to share their ideas for real change that will matter to other young people globally. Each year, high school students from around the United States prepare a response to our contest prompt and deliver their thoughts via a video speech. The best, most persuasive, most creative responses win prizes and publicity online.

2020 Video Speech Topic: The UN's Sustainable Development Goal 4.1 states: "By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes." *What are the three most critical changes to the status quo you would propose to help achieve that goal in low-income countries like Mali?*

Contest Opens: November 1, 2020

Contest Deadline: January 15, 2021 (Midnight, Standard Eastern Time)

Contest Application and Video Submission: www.malirisingfdn.org/video

Section 1: Qualification of Contestants

1. The contest is open to all students in grades 9-12 in public, private, and home schools within the United States.
2. No individual having previously won the Mali Rising Speech Up! Video Contest is eligible a second time. However, if you previously won the Mali Rising Essay Contest, you may apply to the Video Speech Contest.
3. Contestants may submit only one video entry during any given contest year.
4. Any student related to any member of Mali Rising's staff, Board, or Council of Advisors is not eligible.

Section 2: Contest Rules

1. Participants must create a video speech on the official topic.
2. Speeches must no longer than 4 minutes. Speeches that are 4:01 in length (or more) are disqualified. We encourage you to focus on quality over quantity, but we think you'll probably want to use 3-4 minutes to make a high quality argument.
3. Speeches must be given in English by the contestant.
4. Contestants must be visible in the videos and must narrate the majority of the video's audio content.
5. Speeches and items visible in the videos (e.g. clothes) must not contain any profanity or offensive language.
6. Clothing can be casual, but we suggest not too casual (e.g. no pajamas, bathing suits) so that your argument can be the focus.
7. Completed videos must be uploaded to a video sharing site such as Youtube or Vimeo. Contestants will submit their video's link when applying to the contest.
 - a. [How to upload a video to Youtube](#)
 - b. [How to upload a video to Vimeo](#)
8. Sources: Any quotations, copyrighted material, facts, and/or verifiable information used in the speech must be properly identified in the speech. For example, "According to a study the United Nations did in 2008,"
 - a. Sources used for the speech should be legitimate and of high quality (e.g. United Nations – Acceptable; Wikipedia - Unacceptable)
 - b. Failure to identify non-original material will result in disqualification.
 - c. Participants with videos that move on to the finalist round will be required to provide a reference page detailing the sources of any facts referenced in their video.
9. Any protest in the conduct of the contest must be made immediately. Mali Rising's executive director will decide all protests in conformity with the contest rules. The decision of the executive director is final, and no higher appeals will be recognized.

Section 3: Judging

1. Any video not complying with the rules will be immediately disqualified from any further review.
2. A video will also be disqualified at any point in the process if facts presented prove to be false or unsupportable (e.g., if numbers, etc. are presented as facts they must be based on defensible evidence as determined by Mali Rising staff and/or the judges).

3. Official Judging

- a. Initial Review: All compliant videos will be reviewed by an initial group of volunteer judges, drawn from Mali Rising's board, staff, and volunteers.
 - i. Judging of the Initial Review will be conducted using the scoring rubric posted on the contest web page.
 - ii. In the case of a tie, the video scoring higher on the Persuasiveness score will win.
- b. Finalist Group: The top 25 videos from the "Initial Review" will make up the Finalist Group. Judging of the Finalist Group will be completed by a panel of qualified judges drawn from relevant fields, such as education, media, international development, philanthropy, etc. Mali Rising's executive director may also serve in the Finalist Group judging panel
 - i. Judging of the Finalist Group will be conducted using the scoring rubric posted on the contest webpage.
 - ii. In the case of a tie, the video scoring higher on the Persuasiveness score will win.
- c. Judges will not discuss or compare videos being judged until all videos have been scored.
- d. If there are 25 or fewer contest submissions, there will not be an Initial Review round.
- e. Finalists (i.e., the top 25) will be required to submit a waiver form with adult approval within 10 days of notification of their finalist status. The waiver will grant Mali Rising rights to use the video and include other waivers.

4. People's Choice

- a. Five videos will be selected to compete for the People's Choice award. These videos will be nominated by the Initial Review judges as stand-out entries for creativity and persuasiveness. Final selection of the five videos will be completed by Mali Rising staff and volunteers. These videos may also be in the Finalist Group, but they may not.
- b. The five videos will be shared on social media channels. The video receiving the most "likes" (or related feedback such as love, etc.) and comments within a 7-day period will be crowned the People's Choice winner.
- c. People's Choice nominees will be required to submit a waiver form with adult approval within 7 days of notification of their status. The waiver will grant Mali Rising rights to use the video, including posting it on social media for the People's Choice contest, and include other waivers.

Section 4: Winners and Awards

1. Winners will be notified late March/early April.
2. National winners of this essay contest receive an award and recognition.
 - a. First place: \$1,000 cash award and recognition publicized online
 - b. Second place: Gift from Mali and recognition publicized online
 - c. Third place: Gift from Mali and recognition publicized online
 - d. People's Choice: Fun Mali goodies basket
3. Winners must agree to share a personal photo and to participate in an interview. This will allow Mali Rising to create a bio of the winners for use on our website and with the media.

Section 5: Speech and Video Tips: Not Required, But Good Advice!

1. Speech
 - a. Write your speech out first so you can organize your thoughts.
 - b. Practice. Practice your speech by yourself and in front of your family to get a feel for your speech before you record.
 - c. Try to memorize as much of the speech as you can so you can look at the video lens and give your speech to your audience.
 - d. Re-record. Once you're ready to record, be ready to record again and again. Watch your video after each recording. Make notes on what you need to edit (e.g. the speech, the lighting, voice volume, background noise). Additionally, have your friends and family review your video and offer feedback.
 - e. Use gestures appropriately and in moderation.
 - f. Relax and be yourself! Let your personality come through.
2. Video
 - a. Record somewhere away from ambient noise such as dogs, siblings, the tv, music, cars on the street, etc. Close doors and windows.
 - b. Record in a clean space. You don't want your audience to be distracted by clutter or a lot of personal belongings behind you.
 - c. Ideally, a light source should be in front of you, not behind you or above you.
 - d. Make sure to record at an appropriate angle so the audience sees your face, not your nostrils.
 - e. Don't record "selfie" style. Make sure the recording device is stationary.

If you have any further questions about the contest, please contact Mali Rising at speechup@malirisingfdn.org.