



“Rotary opens opportunities to strengthen our leadership abilities, put service ideas into action and improve the lives of those in need.”

*Rotary President Holger Knaack*

Create a maximum 2-minute video about the implementation of Rotary's Annual theme in your club, showing how your members worked to show “Rotary Opens Opportunities”

**ENTRY DEADLINE:**

May 14th, 2021. See instructions on page 2 for submission.

**VIEWING:**

Videos will be available for viewing online at the following link

<https://www.rizones33-34.org/zone-33-public-image/>

**JUDGING:**

Voting will be online at the same link:

<https://www.rizones33-34.org/zone-33-public-image/>

**WINNERS and PRIZES:**

Rotary and Rotaract Clubs will be judged together, and 1st/2nd/3rd place winners will be awarded in each of two categories: People's Choice and Judge's Choice. Winners will receive a certificate, a Rosette Award for their Club Banner and will be recognized in Zone 33/34 social media.

**FOR INSPIRATION!**

\*Take a look at the videos for download on rotary.org to get some ideas and visit the Brand Center for new tools, templates and guidelines about the theme.



Rotary Opens Opportunities!  
Read about the annual theme at rotary.org

**ZONE 33 CLUB VIDEO CONTEST**

**DEADLINE  
MAY 14th  
2021**



## ZONE 33 PUBLIC IMAGE CLUB VIDEO CONTEST

### THEME: HOW YOUR ROTARY/ROTARACT CLUB

### “Opens Opportunities” IN 2020-2021



Create a maximum 2-minute video following the 2020-21 theme: “Rotary Opens Opportunities”.

**Deadline MAY 14th 2021.**

**Save as an MP4 onto GoogleDocs or DropBox.**

Inform your Zone 33 ARPIC that you are entering, and send a link to your MP4.

### JUDGING:

#### **People’s Choice:**

Voting will be online for the *People’s Choice* video (most popular) - *The Window for online voting is May 17-23, 2020.*

#### **Judges Choice:**

The international judging team will also select a winning entry, based on content, creativity and the relevance to the theme.



Clubs should create their video as an in-house effort, not hire out to video professionals. We encourage clubs to try to use local Public Service Announcements as a method to get the message out to the general public. We also suggest that your video be added to your social media pages.

### TIPS:

\*We are not looking for the next Oscar winner! Clubs can put together a simple entry from video (camera/tablet/phone videos) and/or stills, using the free preloaded software available on all computers, e.g.:

**Windows:** Moviemaker:

\*(<http://windows.microsoft.com/en-us/windows-live/movie-maker>)

**MAC:** iMovie:

\*(<https://www.apple.com/mac/imovie/>)

**SCREENCAST - O -MATIC**

\*(<https://screencast-o-matic.com/>)

**OR use your smartphone! Shoot & edit right on your phone or there are many free online options for editing.**

**\*Videos must be relevant to this year’s theme**

\*Although we do not wish clubs to use a professional to create the video, we do suggest that they consult with local experts for advice.

Media contacts are always useful!



### Contacts:

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