

CEWD 2020 Summer Intern Challenge

Energize, Mobilize, and Socialize Video Contest

If you are interning in the energy sector this summer, congratulations! You have taken the first step toward employment in an industry of 7 million people who power and fuel America, essential workers that enable the way we live, work, learn, and play.

You will learn a lot about energy and the various career opportunities that exist in the profession – from in office specialists in areas like communications and finance to field specialists such as line workers, plant managers, as well as engineers and technicians. It won't take long for you to learn there are more than 100 career pathways for those seeking dynamic, rewarding careers in an essential industry that supports our country, its communities, and the environment.

It would be a shame to keep all that you learn to yourself! Instead, you can **energize** and **mobilize** others by helping us **socialize** industry careers through the CEWD 2020 Intern Challenge. Simply create a video that promotes industry careers to get others excited about all the industry offers. Selected videos will be shown throughout the industry on various social media channels bringing those who submitted them fame and.... well, fame! In addition, prizes will be awarded for winning entries and press releases will be shared with local news outlets in the hometowns of those who submitted winning entries.

Are you energized? Ready to learn more? Read on...

Video Content

Your video should showcase the essential, awesome, and important careers that exist in the energy industry. Focus on several careers or just one but show us, in a compelling and creative way, why students should be interested in these jobs.

- 1) Address the breadth of jobs that exist for those ready to work right after school and those for college and post grad degrees.
- 2) Content can be focused on a particular career, specific type of energy (electric, gas, nuclear, solar, wind, etc.), impact of energy industry in local community, or the industry in general.
- 3) Highlight what captures your interest – things like clean energy transformation, the industry's positive impact on the environment and technology advances or perhaps focus on the industry's commitment to professional development, career advancement, community service, diversity and inclusion, or some other thing that you think makes our work, and our careers, special.

You can feature people, photos, animation—whatever you think best conveys your message and provides the most compelling spotlight for the industry.

Evaluation of Video

Videos will be evaluated on the following rubric:

- Appropriate, dynamic, and compelling representation of careers in energy (25 points)
- Creativity in execution of the project (20 points)
- Inclusion of correct industry terminology and photos/video that depicts proper safety practices and personal protective equipment (if appropriate). Videos including incorrect safety practices or equipment be disqualified. (10 points)
- Depiction or messaging about the importance of a diverse energy workforce (10 points)
- Acknowledgement the industry has jobs for high school graduates and those with college and post-grad degrees (5 points)
- Inclusion of GetIntoEnergy.com in the video or end slate (1 point)

You can feature people, photos, animation—whatever you think best conveys your message and provides the most compelling spotlight for the industry.

Videos Do's and Don't's

Videos should:

- Be 30 seconds to two minutes in length, suitable for showing on YouTube and Instagram. Please note that Instagram videos cannot exceed one minute.

Videos must:

- Be an original work.
- Be approved for submission by the interns' sponsoring organization, after review and approval by appropriate corporate entities.

Videos must NOT:

- Promote illegal behavior.
- Discriminate against or support prejudice toward others along ethnic, racial, religious, or sexual grounds.
- Invade the privacy of any person
- Include copyrighted material (music, images, etc.) or trademarks (company names, logos, brands, etc.) unless you own or have a license to use the material for this contest. The restriction against logos includes your sponsoring company, unless they explicitly grant permission to use corporate branding for the purposes of this contest.

Prizes and Recognition

All video submissions may be featured by CEWD in various fashions including its social media outlets. Submissions from high school and college students will be evaluated separately. If submissions are from a team with mixed ages, the video will be evaluated with collegiate submissions. Winning entries will be selected by our panel of judges no later than September 30th.

Individual Entries:

- **1st Place** - \$100 Gift Card, spotlight feature by CEWD during Careers in Energy Week, and distribution of a custom press release offering information on the winning entry.
- **2nd Place** - \$50 Gift Card

Team Entries:

- **1st Place** - Virtual pizza party for up to 10 (yes, real pizza but to be enjoyed by the team virtually!), spotlight feature by CEWD during Careers in Energy Week, and press releases acknowledging each participant in the winning entry.
- **2nd Place** - Coffee's on us! Each team member, up to 10, will receive a gift card for their next cup of joe.

Submission Qualifications

Videos can be submitted from an individual or from teams. Entries must be from interns working for a CEWD member organization in the summer of 2020.

Students may have assistance on filming and editing the video.

To Submit a video, you must:

- Upload your video and return corresponding documents between July 1 and August 28, 2020.
- Complete the [Registration Form](#).
- Submit your video file [here](#), Videos from YouTube, Instagram, and Vimeo can be accepted. Tik Tok videos can be used, though uploaded but only after conversation to one of these other file formats.
- Please provide a [Production Talent Release Form](#) for anyone who has a speaking role in the video, anyone who is distinctly featured in the video, those involved in the production of the video, or anyone who creates a song or music for the video.

Authorization

By entrant(s) submitting the video, it is agreed that the Center for Energy Workforce Development and the interns' sponsoring company, have the right to use, reproduce, reprint, distribute, and display the video for any organizational purpose, without notification, consent, or compensation to the entrant(s).

Entrant also agrees that the releases required from participants (see "Requirements" section above) have been submitted with the video entry.

More Information

If you have questions, contact the Center for Energy Workforce Development at internchallenge@cewd.org.