



**Ford College**  
**Community**  
**Challenge**



## **Video Submission Guidelines for Top 20 Proposals**

- **When will I be notified if my proposal is selected in the Top 20?**  
You will be notified no later than April 23, 2018 if your proposal is selected.
- **What is the purpose of this video?**  
The purpose of the video is to briefly highlight your school and organization and proposed project with information not included in the written submission. The video should provide context of your project and outline the community impact.
- **What are the video expectations?**  
The video, including audio, expectation is a quality level for Ford public promotion.
- **What is the run time of the video?**  
The video run time expectation is approximately 2 minutes.
- **How do I submit my video?**  
Top 20 finalists will receive video submission service instructions.
- **When is the video due?**  
The video is due no later than 5 p.m. EST, May 23, 2018.
- **Where will this video appear?**  
This video may appear on Ford Blue Oval Network's website ([www.fordblueovalnetwork.org](http://www.fordblueovalnetwork.org)), Facebook page and LinkedIn page, as well as other Ford platforms.
- **Do I need to provide photo releases?**  
You do not need to provide photo releases when submitting your video. However, please ensure you have the appropriate releases on-file should your video include minors or individuals not affiliated with your organization.