



Video Competition Directions

As a clinical nurse specialist, you know the incredible value that you bring to your patients, your organization, and communities. But the CNS role continues to suffer from invisibility. The CNS role is complex and multi-faceted, but this complexity can make it difficult to articulate the value of clinical nurse specialist work to others.

The Clinical Nurse Specialist Institute (CNSI) video competition is dedicated to improving the visibility of CNSs. In five minutes or less, video submissions should highlight the CNS role in evidence-based practice or CNS quality improvement or research projects. It is our intent to develop a series of videos available for public access through You Tube that showcases the value of CNSs to share with health care leaders, colleagues, and students.

Requirements:

- Must showcase the role of the CNS (see below for the following submission themes)
 - **2021** submission theme: CNS role in evidence-based practice, quality improvement or research
 - **2022** submission theme: CNS role in direct clinical practice
 - **2023** submission theme: CNS role in innovative interventions
- To be eligible, videos:
 - must be the original work of the individual or team;
 - must not infringe third-party's rights;
 - must be suitable for posting;
 - may not contain defamatory statements;
 - may not invade privacy or other rights of any person, company or entity;
 - may not contain any copyrighted elements without permission to use (e.g., music).
- Each individual or team must secure signed releases for talent, crew, and locations (if needed), which must be uploaded with the finished video.
- Must acknowledge any help received in the credits (writing, filming, editing, etc.).
- Be no longer than 5-minutes long.
- There is no limit in the design or style of the video.
- Do not have to be an NACNS member to submit.
- Submitted videos will become property of NACNS.

CNS Institute trustees will determine if submissions meet the criteria for judging.

Timeline:

- Video Competition Opens: October 1
- Video Competition Closes: December 1
- Video Competition Winners Announced at the next NACNS Annual Conference the following March.

Judging criteria:

- Meets above requirements for videos.
- Video promotes understanding of the CNS role evidence-based practice, quality improvement or research.
- Content accurately portrays CNS role
- Holds viewers' attention/captivates their attention
 - For example, interesting, uses storytelling, evokes emotion, etc...
- Visually appealing
- Production quality is high (no problems with sound or pictures, editing)

How to submit:

- Fill out the online submission form.
- In the form, please make sure to include a sharable link so competition judges can download your submission video.

To create a shareable link:

- Upload your submission video to a free file sharing system, like [Dropbox](#). If you don't already have a free Dropbox account, it is easy to create one.
- Using Dropbox, once you've entered your email and are logged in, there is a blue UPLOAD button at the top right.
- Click it and select your video file from your computer.
- Once your file is uploaded, click on the filename and choose the SHARE button.
- Click CREATE LINK and then COPY LINK.
- After you've copied the link, paste it into the online submission form. The link will enable competition judges to download and view the video.

Please note:

- There is a \$30 entrance fee per submission.
- Participants may enter more than one video.
- Both teams and individuals are encouraged to submit.
- Winners will be awarded in two categories: Team and Individual.
- Winners will receive a framed certificate and their video will be highlighted at the NACNS Annual Conference and on the NACNS website.
- Winners do not need to be present at the conference to win.