



**FRIEDRICH NAUMANN  
FOUNDATION** For Freedom.

Philippines

## **Freedom Vlog: Ang Kwentong Komyuter! Vlogging Masterclass Information Sheet**

Be the next online viral sensation! Join the “Freedom Vlog: Ang Kwentong Komyuter!” Vlogging Masterclass.

Let’s put the spotlight on smart mobility and active transport through creative and candid storytelling! Shoot a 30-60 seconds video on the importance of freedom of movement and inspire the netizens to advocate for smart and sustainable mobility. Learn about advocacy-building and content development from the experts and your favorite vlogger!

*“Freedom Vlog: Ang Kwentong Komyuter! Vlogging Masterclass” will identify gaps in the public transport system as well as existing and possible solutions that allow individuals to optimize freedom of movement.*

### **Rules and Eligibility**

1. Call for applications is on 18 October 2021 and the deadline of submission is on 5 November 2021.
2. The masterclass is open to all Filipino vloggers, social media influencers, and transport advocates residing in the Philippines, and anybody interested in documenting the impact of mobility to individuals, communities, and the environment. Raise awareness on the challenges on transport, and amplify best practices within different communities on active transport.
3. FNF pre-selection committee will choose the 10 Best Vlog entries. The content creators will be part of a review session and will receive PHP15, 000 contribution to the production cost.
4. The final outputs will be uploaded on FNF YouTube page and will be featured on other FNF Philippines’ social media platforms for the Freedom Vlog Week.
5. The vlog with the highest number of views on YouTube will receive additional PHP5,000
6. The decision of the panel is final and irrevocable.



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### **Content and Format**

1. Vlogs include personal narration. This is a must. Supporting images and texts can be embedded. In transit video footage are not required. Creative storytelling is a must!
2. The narration, dialogues or texts can be in Filipino or any local dialect. English subtitle is required.
3. The entry must be about the importance of freedom of movement to individuals, and communities, and the environment, best practices on transport, or promotion of smart and sustainable mobility. It can present the woes of public transport, the adventure of traveling, the wins of alternative transport (e.g., biking), or promote best practices through creative storytelling. The vlog should be suitable for viewing for any audiences.
4. Entries should be at least thirty (30) seconds. The maximum total time should be sixty (60) seconds, including credits.
5. The video quality should be 720p HD or 1080p Full HD in landscape format.
6. All content materials used must not violate any copyright laws. Friedrich Naumann Foundation will not be held responsible for any copyright violations as full responsibility lies with the entrant/s/

### **Selection of vlog entries**

The FNF Pre-selection committee will choose the 10 best vlog entries. The vloggers shall undergo a review session with the Masterclass mentors that includes learning sessions on sustainable transport advocacy building, content development and social media engagement. They will be given time to revise their output. The final presentation will be uploaded on FNF Philippines YouTube page on 22 November 2021, and will be showcased on the Freedom Vlog Week on 22-26 November 2021.

The creator the 10 best vlog entries will receive PHP 15,000 as contribution to the production work. The Top vlogger with the highest number of views on YouTube will receive additional PHP 5,000 honorarium. This will be announced on 29 November 2021.



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## To join

Please submit the following:

1. Accomplished google forms with correct contact details (preferably both contact number and email address).

Register here: [bit.ly/FreedomVlogMasterclass](https://bit.ly/FreedomVlogMasterclass)

Notifications will be sent via email and SMS once your entries have been received, so please make sure to put the correct contact details.