



## 10th Annual Influence the Choice Video Contest

Students can **POSITIVELY** influence each other to be resilient and better navigate the pressures inherent in being a teen during challenging times.

This year's Video Contest will showcase the resilience our students are showing in the face of adversity. The isolation and overall impact of the pandemic has been profound, and we are still living its effects 2 years later. So, we wanted to honor that reality by listening to our students' experiences. How are students best utilizing coping strategies? How are they supporting their own mental health, or the mental health of each other?

Influence the Choice is sponsoring our 10<sup>th</sup> annual video contest to inspire youth to **POSITIVELY** influence each other by producing 2-minute public service announcements on one of the following topics:

1. **“There are a lot of big emotions surrounding everything that is going on in the world. What are positive ways you are handling those big emotions?”**

The COVID-19 response has dramatically changed how youth are living. It has polarized our nation and students cannot escape the opposition. What have you been doing to support yourself and others regarding mental, emotional, and social health?

2. **“How have these past years impacted who you are and your community? In what ways have you helped or been helped by a neighbor or friend?”**

It can be said that resilience and gratitude can be found in adversity. What have you discovered about yourself or your community as a result of living in the pandemic?

3. **“To My Younger Self--Telling Middle Schoolers What They Can Do to Stay Drug-Free”**

High school students are in key positions to help younger students that look up to them by influencing choices younger students make. Sometimes younger students have misperceptions about what high schoolers do - especially around using drugs and alcohol. Send a message to “your younger self” about why it is important to be drug free, to be mentally well, or to have a positive attitude about school or life.

### Contest Awards

**CASH PRIZES!!!** There will be **WINNERS** selected in each of the above prompts for both Middle and High School participants.

#### **ONE GRAND PRIZE of \$500 for THE BEST OVERALL!**

The prompts this year provide hope that with good coping strategies and support of each other, students can overcome the many COVID-19 challenges disrupting their lives.

Total cash prizes will be matched with an equivalent cash donation from ITC to the Issaquah Food and Clothing Bank and Eastside Baby Corner. By doing so we hope to shed light on these important partner organizations that provide basic student needs while demonstrating to students the importance of helping others during this great time of need.

## Recognition

**Winning videos** will be offered for **broadcast to** the City of Issaquah and Sammamish TV stations. They may also be used as part of public forums hosted by the Influence the Choice and will be posted to Facebook pages for viewing by everyone.

Influence the Choice reserves the right to show winning videos at public gatherings, such as civic club meetings and educational events.

## Video Contest Rules

1. Open to any public, private or home-schooled student in **grade 6-12<sup>th</sup> grade**. You must live in the **Issaquah School District boundaries, or attend Eastlake High School, Inglewood Middle School, Eastside Catholic or other private institution**.
2. **Create a video “commercial” no more than 2 minutes** long that will be used as a public service announcement in a variety of public and broadcast venues to positively influence others.
3. Video should **contain at least one fact** from any of the following resource links (please reference where you got the fact):
  - a. Issaquah School District 2018 Healthy Youth Survey: [isd411.org/about-us/reports-and-surveys/hys](http://isd411.org/about-us/reports-and-surveys/hys)
  - b. Washington Office of Superintendent of Public Instruction’s COVID-19 Student Survey [k12.wa.us/student-success/health-safety/covid-19-student-survey](http://k12.wa.us/student-success/health-safety/covid-19-student-survey)
  - c. Substance Abuse and Mental Health Services Administration: [samhsa.gov](http://samhsa.gov)
  - d. **OPTIONAL: CHALLENGE YOURSELF: Use a Positive Norm fact or approach and earn extra points!** To learn more about Positive Community Norms, visit: The Montana Institute [montanainstitute.com](http://montanainstitute.com)
4. Films may be funny or serious, real, or animated. Students may work individually or in teams.
5. All work must be your own **original creation and free of any copyrighted material, including music**. No professional help allowed.
6. Videos must be in good taste and must not contain any indecent content.
7. Videos showing drinking of alcohol and/or how to use illegal drugs or paraphernalia will be automatically disqualified.
8. Videos must be submitted by uploading to [2022 Video Contest Google Drive](#). Make sure you title it and include your first and last name after the title.
9. Complete the [Official Entry Form Here](#). Your video will not be included in judging if you have not completed the entry form.
10. Videos must be submitted by **April 17<sup>th</sup>, 2022**.

## Judging

A panel of judges will rate videos on the following:

\*Creativity, originality & design

\*Effectiveness of message

\*Use of legitimate fact

**Questions?** Please e-mail:

Katie Moeller

[katie@influencethechoice.org](mailto:katie@influencethechoice.org)

**Website:** [influencethechoice.org](http://influencethechoice.org)

*Organized and sponsored by a Drug Free Community grant through the Office of Drug Control Policy and the Centers for Disease Control. The Influence the Choice Student Video Contest is also supported by community organizations located throughout the Issaquah School District.*



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## Additional Information

### Why Should I Participate?

- You could win an awesome prize.
- Influence your peers in a positive way.
- An opportunity to express your creativity.
- Accomplishment for college application.
- Receive community service or class credit.
- May be shown publicly on TV shows.
- Winners will get great publicity.
- It is fun to create a video.

### Getting Started – Basic Information

#### 1. Get the Details.

- Visit our website where you will find contest information, forms and previous winners: [influencethechoice.org](http://influencethechoice.org)

#### 2. Make your Video.

- Decide to either work alone or with a team.
- Decide what your message will be.
- Decide on your format. For example, a story (drama or comedy) or a pitch (asks the audience to do something).
- Decide who will write, act, direct, record, edit, create video, etc.
- Video must be original. No copyrighted music, video, or images. No professional help.
- Practice, get feedback, and time yourself to be sure you stay within the **2-minute time limit. ALL VIDEOS OVER 2 MINUTES WILL BE DISQUALIFIED.**
- Write a script (story, testimonials, slogan, etc.)
- Format should be at the highest resolution possible.

#### 3. Upload your video to the Google Drive.

- [2022 Video Contest](#)
- Make sure you title it and include your first and last name after the title.

#### 4. Make it Official. Complete the entry form [HERE](#) and send in **by April 17<sup>th</sup>, 2022**. Form must be received to be included in judging.

### Tips

- Record video in a quiet, private place to eliminate background noise.
- Either memorize lines or use off camera cue cards.
- Audio volume needs to be consistent throughout video. Be sure to have good lighting.
- Use a tripod while recording to avoid shaky images.
- Use different camera angles as well as close, medium, and wide views. Good shots are 6-12 seconds.

### Resources

#### How to Create Video & Public Service Announcements

- [youtube.com/t/creators\\_corner](https://www.youtube.com/t/creators_corner)
- [wikihow.com/Create-a-Good-Public-Service-Announcement-Film](https://www.wikihow.com/Create-a-Good-Public-Service-Announcement-Film)
- [vimeo.com/2547527](https://vimeo.com/2547527) Drew Keller's rule of thirds

#### Music Information

- [creativecommons.org/legalmusicforvideos](https://creativecommons.org/legalmusicforvideos)
- [incompetech.com/music/royalty-free/](https://incompetech.com/music/royalty-free/)