



9th Annual Influence the Choice Video Contest

(1st Virtual Contest)

Youth can **POSITIVELY** influence and encourage their peers to remain mentally, emotionally and socially resilient and better navigate the pressures inherent in being a teen.

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 so we wanted to honor that reality by listening to our student's experiences. How are students best communicating coping strategies? How are they supporting the mental health, of their peers?

Influence the Choice is sponsoring our 9th annual video contest to inspire youth to **POSITIVELY** influence each other by producing 2 minutes public service announcements on one of the following topics:

- 1) **“What are the methods you are using to positively cope since we have been in this pandemic?”**
The COVID-19 response has dramatically changed how youth are living. What have you been doing to support yourself and others regarding mental, emotional, and social health?
- 2) **“What are ways that you can support a friend or encourage them to get help if they are in distress?”**
The Healthy Youth Survey makes it clear that after 8th grade, students are much more likely to tell a friend/peer if they were struggling rather than telling an adult. How can you help your friends/peers to access support and be safe and healthy if they are in distress?
- 3) **“What do you think you will take away from your time in isolation and how might that affect your future self?”**
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 through the pandemic?

Contest Awards

CASH PRIZES!!! There will be **WINNERS** selected in each of the following categories for both Middle and High School participants:

- a) “What are the methods you are using to positively cope since we have been in this pandemic?”
- b) “What are ways that you can support a friend or encourage them to get help if they are in distress?”
- c) “What do you think you will take away from your time in isolation and how might that affect your future self?”

ONE GRAND PRIZE of \$1,000 will be awarded for the Video voted as **BEST OVERALL**.

In light of the pandemic, as you have noted, the prompts this year will be specific to the experience's youth are having with isolation and remote learning, but also about how they are coping and thriving in spite of it! Another change we have made for this year will allow the contest to support the Issaquah Food and Clothing Bank and Eastside Baby Corner directly by sharing half of every prize as a direct donation made in honor of each of the video contest winners. In these difficult times related to basic student needs we hope we are able to shade light on these important organizations and at the same time help our youth engage in an altruistic act in support.

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 6-12th 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. Films may be funny or serious, real or animated. Students may work individually or in teams.
4. All work must be your own **original creation and free of any copyrighted material, including music**. No professional help.
5. Videos must be in good taste and must not contain any indecent content.
6. Videos showing drinking of alcohol and/or how to use illegal drugs or paraphernalia will be automatically disqualified.
7. Videos must be submitted by uploading to [2021 Video Contest Google Drive](#). Make sure you title it and include your first and last name after the title.
8. Complete the [Official Entry Form Here](#). Your video will not be included in judging if you have not completed the entry form.
9. Videos must be submitted by **April 9th, 2021**.

Judging

A panel of judges will rate videos on the following:

*Creativity, originality & design

*Effectiveness of message

Questions? Please e-mail:

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Website: <http://www.influencethechoice.org/>

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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 credit or class credit.
- May be shown publicly on TV shows.
- Winners will get great publicity.
- It's fun to create a video.

Getting Started – Basic Information

- 1. Get the Details.**
 - a. Visit our website where you will find contest information, forms and previous winners: www.influencethechoice.org
- 2. Make your Video.**
 - a. Decide to either work alone or with a team.
 - b. Decide what your message will be.
 - c. Decide on your format. For example, a story (drama or comedy) or a pitch (asks the audience to do something).
 - d. Decide who will write, act, direct, record, edit, create video, etc.
 - e. Video must be original. No copyrighted music, video, or images. No professional help.
 - f. 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.**
 - g. Write a script (story, testimonials, slogan, etc.)
 - h. Format should be at the highest resolution possible.
- 3. Upload your video to the Google Drive.**
 - a. [2021 Video Contest](#)
 - b. 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 9th, 2021**. 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

- http://www.youtube.com/t/creators_corner
- www.wikihow.com/Create-a-Good-Public-Service-Announcement-Film
- www.vimeo.com/2547527 Drew Keller's rule of thirds

Music Information

- <https://incompetech.com/music/royalty-free/>
- www.creativecommons.org/legalmusicforvideos