



## 11th 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 our students' continued resilience in the face of adversity and ongoing impact of the pandemic. Let's listen 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 11<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. **“Learning to manage emotions (stress, anxiety, sadness, joy, love, hate, anger...and so many more) is a part of growing up. What advice do you have or what lessons have you learned, about how to positively handle your emotions day-to-day?”**

School, homework, sports, friends, college applications, news, etc. – how do you prioritize when you get stressed? What have you been doing to support yourself and others regarding mental, emotional, and social health?

2. **“We’ve all come through two very difficult years because of the pandemic. How were you helped by a friend? How did you help a friend? What lessons did you learn from the pandemic about resilience and gratitude?”**

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?

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. **(HIGH SCHOOL STUDENTS ONLY)**

### Contest Awards

**CASH PRIZES!!!** There will be **WINNERS** selected in each of the categories for both middle (where prompt permit middle school students) and high school participants.

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

## Recognition

**Winning videos** will be offered for **broadcast to** the cities 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 ITC's Facebook, Instagram, and YouTube 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**.
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 2021 Healthy Youth Survey](#).
  - b. [Washington Office of Superintendent of Public Instruction's 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 [2023 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 **March 19<sup>th</sup>, 2023**.

## Judging

A panel of judges will rate videos on the following:

\*Creativity, originality & design

\*Effectiveness of message

\*Use of legitimate fact

## Questions?

Email [info@influencethechoice.org](mailto:info@influencethechoice.org)  
[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.*



# 11<sup>th</sup> Annual Influence the Choice Video Contest

## 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.**
  - [2023 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 March 19<sup>th</sup>, 2023**. 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://www.vimeo.com/2547527) Drew Keller's rule of thirds

#### Music Information

- [creativecommons.org/legalmusicforvideos](https://creativecommons.org/legalmusicforvideos)