



Influence the Choice

Youth Video Contest (Grade 6-12)

Youth can **POSITIVELY influence** each other in dealing with the pressures of drugs/alcohol in their community.

While the **majority of students don't abuse** drugs/alcohol in our community, almost every student is confronted with a choice about alcohol or drugs at some time during their school years. **What are some of the best, foolproof ways of resisting peer pressure?** The **Issaquah Drug Free Community Coalition (DFCC)** is sponsoring a video contest to inspire youth to **POSITIVELY influence** each other to **reduce teen alcohol, marijuana and prescription drug abuse** in the community.

Contest Awards

1. One **GRAND PRIZE (\$1,000 value)** winner for **"Most Influential Overall"**.
2. **Three winners (1st, 2nd, 3rd place)** will be selected in each of the following categories:
 - a) Most Influential Alcohol Commercial
 - b) Most influential Marijuana Commercial
 - c) Most influential Prescription Drug CommercialPrizes will include gifts of **\$75, \$100 and \$150** value.



Recognition

All qualifying participants will be acknowledged by the Issaquah Drug Free Community Coalition. Winners will be recognized and awarded cash prizes.

Winning videos will be offered for **broadcast** to Issaquah School District high school and middle school morning news shows and the City of Issaquah and Sammamish TV stations. They may also be used as part of public forums hosted by the Issaquah Drug Free Community Coalition (DFCC) and Healthy Youth Initiative (HYI), and will be posted to the DFCC and HYI Facebook pages for viewing by everyone.

Video Contest Rules

1. Open to any public, private or home-schooled student in **grade 6-12**. 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:
 - Issaquah School District 2012 Healthy Youth Survey: <http://www.issaquah.wednet.edu/family/health/HYS.aspx>
 - Substance Abuse and Mental Health Services Administration: <http://www.samhsa.gov/>
 - Washington State Take Back Your Meds Coalition: www.takebackyourmeds.org/news-and-resources/resources
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.
6. Videos must be in good taste and must not contain any indecent content.
7. Videos showing drinking of alcohol and how to use illegal drugs and paraphernalia is discouraged.
8. Videos must be submitted by uploading to **You Tube**. Must comply with YouTube Terms of Service.
9. Complete the **Official Entry Form**. Your video will not be included in judging if you have not completed the entry form.
10. Videos must be submitted by **February 28, 2015**.

Judging

A panel of judges will rate videos on the following:

- Creativity, originality & design
- Effectiveness of message
- Use of community substance facts

Questions? Please e-mail: influencethechoice@gmail.com Website: www.healthyyouthinitiative.org

Sponsored by the Drug Free Community Coalition



Influence the Choice

Video Contest Official Entry Form

Please sign, scan, and email form to: influencethechoice@gmail.com OR mail to: ITC Video Contest, 15865 SE 58th ST, Bellevue, WA 98006

Contact Information

Student Last Name		Student First Name	
Street Address			
City, State Zip Code			
Home Phone		E-Mail Address	
School		Grade	Age
# of Students in Group	Team member names		

Video Information

Video Title (as it appears on YouTube)	YouTube Username
YouTube URL	Email your YouTube URL and your full name to influencethechoice@gmail.com
How many hours did your group spend making the video?	Length of video (2 min limit)

My required fact(s) came from:

- Issaquah School District 2012 Healthy Youth Survey: www.issaquah.wednet.edu/family/health/HYS.aspx
- Substance Abuse and Mental Health Services Administration: www.samhsa.gov/
- Washington State Take Back Your Meds Coalition: www.takebackyourmeds.org/news-and-resources/resources

Agreement and Signature:

- I/We have read all of the contest rules and have complied with these rules.
- I/We warrant the submission of my/our original work and there are no disputes regarding the ownership of the submission.
- I/We also warrant the submitted material does not defame or invade the rights of any person living or dead.
- I/We fully indemnify the competition against any claim made for such violations of law.
- I/We understand that failure to adhere to the contest rules will result in disqualification.
- I/We understand that DFCC has an irrevocable, perpetual and royalty-free right to use, display, transmit, publish and otherwise make use of the submitted work.
- I/We agree to hold the film contest harmless from and defend them against all claims, demands, losses, damages, judgments, liabilities and expenses (including attorney's fees) arising out of or in connection with any and all claims of third parties whether or not groundless, based on any film submitted to the contest.
- To the best of my/our knowledge, all of the statements herein are true and correct.

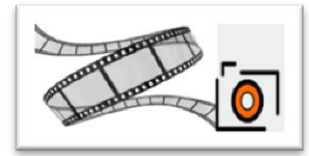
Student Name (printed)			
Student Signature			Date
Parent/Guardian Name (printed)			
Parent/Guardian email address			
Parent/Guardian Signature (if student under 18)			Date

- I have emailed my YouTube URL and full name to influencethechoice@gmail.com.

Please sign, scan, and email form to: influencethechoice@gmail.com OR mail to: ITC Video Contest, 15865 SE 58th ST, Bellevue, WA 98006

Deadline is February 28, 2015

Influence The Choice – 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.
- Possibility to be shown on school & district news shows.
- Winners will get great publicity.
- It's fun to create a video.

Getting Started – Basic Information

1. Get the Details.

- a. Visit the HYI website where you will find all the contest information and forms. www.healthyouthinitiative.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 a format, for ex., a story(drama or comedy) or a pitch(presenter 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**.
- g. Write a script (story, testimonials, slogan, etc)
- h. Format should be at the highest resolution possible.

3. Post your Video to YouTube.

- a. Create a YouTube account or log into your YouTube account at www.youtube.com
- b. Follow YouTube's instructions for uploading your video to your account.

4. Make it official - Complete [Entry Form](#) and send in **by Feb 28, 2015**. In addition, email your YouTube URL to influencethechoice@gmail.com. Form must be received to be included in judging.

Good Luck and Have Fun!

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 tri-pod 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.ehow.com/how_2241597_create-public-service-announcement-film.html
 - www.vimeo.com/2547527 Drew Keller's rule of thirds
- **Music Information**
 - www.royaltyfreemusic.com
 - www.creativecommons.org/legalmusicforvideos
 - www.freestockmusic.com