



7th Annual Influence the Choice Video Contest (Grade 9-12)

*Youth can **POSITIVELY influence and encourage** each other to stay mentally and physically strong to deal 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. **How can students best communicate ways to resist the temptations of drugs and alcohol, or to promote mental wellness, to their peers? Influence the Choice Drug Prevention Alliance for Youth** is sponsoring a video contest to inspire youth to **POSITIVELY influence** each other by producing **2 minutes public service announcements** on one of the following topics:

1) "My Choice to be Healthy--What Inspires Me to Make Positive Choices"

Young people have all kinds of ways to live healthy, drug-free lives, and ways that also promote good mental health. In your video, show the way you or your friends stay drug free, cope with stress, or promote mental wellness, and why it's so important to your well-being. Your topic could be a sport or activity you are passionate about, your art, your music, how you meditate, positive friendships, strong family ties, etc.

2) To My Younger Self--Telling Middle Schoolers What They Can Do to Stay Drug-Free

High school students are in a key position to help influence the choice of those younger students that look up to them and the choices they're making. Sometimes, younger students have mis-perceptions 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.

3) New! Create your own prompt!

Themes to keep in mind **when creating** your own prompt: The mission of Influence the Choice is the promotion of youth mental, physical and social health. Themes such as resiliency, mental health, making positive choices, managing stress, getting enough sleep, self-empowerment, healthy body image and so forth would support our mission. If you choose to **create your own prompt** all other rules still apply and you need to **get your prompt pre-approved** by emailing katie@influencethechoice.org.

Contest Awards

CASH PRIZES!!! There will be 3 WINNERS selected in each of the following categories:

- "My Choice to be Healthy- What Inspires Me to make Positive Choices"
- "To My Younger Self -Telling Middle Schoolers What They Can Do to Stay Drug-Free"
- "New! Create your own prompt"

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

Recognition

All qualifying participants will be acknowledged by the Influence the Choice Drug Prevention Alliance for Youth. Winners will be recognized and awarded cash prizes during an Awards Ceremony!

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 Influence the Choice Drug Prevention Alliance within Issaquah School District classes 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 9-12**. You must live in the **Issaquah School District boundaries, or attend Eastlake High School, Inglewood Middle School or Eastside Catholic**.
 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 2016 Healthy Youth Survey: <https://www.issaquah.wednet.edu/district/survey-reports/healthy-youth-survey>
 - Substance Abuse and Mental Health Services Administration: <http://www.samhsa.gov/>
- CHALLENGE YOURSELF: Use a Positive Norm fact or approach and earn extra points!** To learn more about Positive Community Norms, visit: The Montana Institute (<http://www.montanainstitute.com/pcn/>) or The Center for Health & Safety Culture (www.chsculture.org)
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/or how to use illegal drugs and paraphernalia will be automatically disqualified.
 8. Videos must be submitted by uploading to **YouTube**. Must comply with YouTube Terms of Service.
 9. Complete the **Official Entry Form** at <https://docs.google.com/forms/videocontest2019>. Your video will not be included in judging if you have not completed the entry form.
 10. Videos must be submitted by **March 15th, 2019**.

Judging

A panel of judges will rate videos on the following:

Creativity, originality & design

Effectiveness of message

Use of substance abuse facts & PCN facts

Questions? Please e-mail:

Katie Moeller

katie@influencethechoice.org

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

Organized and sponsored through a grant with the Office of Drug Control Policy with Influence the Choice- Drug Prevention Alliance for Youth, in partnership and co-sponsored by the City of Issaquah and the Issaquah Arts Commission



7th 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 credit or class credit.
- May be shown publicly on TV shows or in classes.
- Winners will get great publicity.
- It's fun to create a video.

Getting Started – Basic Information

- 1. Get the Details.**
 - a. Visit the ITC website where you will find all the contest information and forms. 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. 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 the entry form at <https://docs.google.com/forms/videocontest2019> and send in **by March 15th, 2019**. 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 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