

# 5<sup>TH</sup> ANNUAL INFLUENCE THE CHOICE VIDEO CONTEST RULES

## HIGH SCHOOL // 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. **What are some of the best techniques to communicate the ways to make positive choices with ourselves, our parents, and our fellow students?** The **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 PSA's** 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 that they choose to live healthy, drug-free lives which also promote good mental health. In your video, show the way you or your friends stay drug free or "cope" with stress, being mentally healthy and why it's so important to your well-being. It could be a sport you are passionate about, your art, your music, how you meditate, positive friendships, strong family ties, etc.

### 2) "What I Wish My Parents Knew--Youth Telling Adults How to Talk to Their Kids About Being Drug-Free"

Today's youth are faced with many new challenges and many want their parents to understand what those challenges are. But sometimes parents don't know what these challenges are, what to say or how to say it. Parents want to know **WHAT WORKS** - what can they say? what can they do? what shouldn't they do? Show what positive healthy dialogues between parents and their youth could be - especially when it comes to talking about staying drug free and promoting good mental health.

### 3) 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 a perception of 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 or a give a general message to all middle schoolers.

## CONTEST AWARDS

**CASH PRIZES!!!** To recognize the 5th year of the contest, there will be **5 WINNERS** selected in each of the following categories:

1. "My Choice to be Healthy- What Inspires Me to make Positive Choices"
2. "What I Wish My Parents Knew- Youth Telling Adults How to Talk to Their Kids About Being Drug-Free"
3. "To My Younger Self -Telling Middle Schoolers What They Can Do to Stay Drug-Free"

### For the HIGH SCHOOL CONTEST ONLY:

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

## RECOGNITION

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**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 in May 2017.

**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 (ITC) and Healthy Youth Initiative (HYI), within Issaquah School District classes and will be posted to the ITC and HYI Facebook pages for viewing by everyone.

## VIDEO CONTEST RULES

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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 2014 Healthy Youth Survey:  
<http://www.issaquah.wednet.edu/family/health/HYS.aspx>
  - Substance Abuse and Mental Health Services Administration: <http://www.samhsa.gov/>**NEW THIS YEAR: Use a Positive Norm fact or approach and earn extra points!**  
To learn more about Positive Community Norms, visit: The Montana Institute ([www.montanainstitute.com](http://www.montanainstitute.com)) or The Center for Health & Safety Culture ([www.chsculture.org](http://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 You Tube. Must comply with YouTube Terms of Service.
9. Complete the Official Entry Form at <http://tinyurl.com/itcvideocontest2017>. Your video will not be included in judging if you have not completed the entry form.
10. Videos must be submitted by **March 10th, 2017**.

## JUDGING

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A panel of judges will rate videos on the following:

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

## QUESTIONS?

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Please e-mail: John Carney [john@isfdn.org](mailto:john@isfdn.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 (an initiative of the Issaquah Schools Foundation), in partnership and co-sponsored by the City of Issaquah and the Issaquah Arts Commission

## WHY SHOULD I PARTICIPATE?

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- You could win an awesome prize.
- Receive community service credit or class credit.
- Influence your peers in a positive way.
- Possibility to be shown on school, district news shows or classes.

## GETTING STARTED BASIC INFORMATION

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- An opportunity to express your creativity
- Winners will get great publicity.
- Accomplishment for college application.
- It's fun to create a video.

### 1. Get the Details.

- Visit the ITC website where you will find all the contest information and forms. [www.influencethechoice.org](http://www.influencethechoice.org)

### 2. Make your Video.

- Decide to either work alone or with a team.
- Decide what your message will be.
- Decide on a format, for ex., a story (drama or comedy) or a pitch (presenter 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. Post your Video to YouTube.

- Create a YouTube account or log into your YouTube account at [www.youtube.com](http://www.youtube.com)
- Follow YouTube's instructions for uploading your video to your account.

### 4. Make it official

Complete the entry form at [www.tinyurl.com/influencethechoice2017](http://www.tinyurl.com/influencethechoice2017) and send in by March 10, 2017. Form must be received to be included in judging.

## GOOD LUCK AND HAVE FUN!

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### 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](http://www.youtube.com/t/creators_corner)
- [www.wikihow.com/Create-a-Good-Public-Service-Announcement-Film](http://www.wikihow.com/Create-a-Good-Public-Service-Announcement-Film)
- [www.ehow.com/how\\_2241597\\_create-public-service-announcement-film.html](http://www.ehow.com/how_2241597_create-public-service-announcement-film.html)
- [www.vimeo.com/2547527](http://www.vimeo.com/2547527) Drew Keller's rule of thirds

### Music Information

- [www.royaltyfreemusic.com](http://www.royaltyfreemusic.com)
- [www.creativecommons.org/legalmusicforvideos](http://www.creativecommons.org/legalmusicforvideos)
- [www.freestockmusic.com](http://www.freestockmusic.com)