

Montgomery County MD: **Keeping it SAFE**

Under Twenty-one Alcohol Prevention Coalition
Under 21 alcohol use is illegal, unhealthy, and unacceptable
Deter underage alcohol use ★ Reduce youth access to alcohol

Guidelines and Application for STUDENT VIDEO CONTEST

1. **Entries will be accepted from Jan 30 through February 3, 2017- 4:30 pm**

Choose one topic message for the public service video from the following:

- ❖ Social media or advertising [how it influences teens about underage drinking]
- ❖ Decision: to drink vs. not to drink [who or what influences you]
- ❖ PAUSE: helpful tips for peers to avoid the consequences of alcohol use

Project Description: *youth teams create a 30 second public service message on the risks & dangers of under 21 alcohol use (see topic list). Please note: this is not an anti-drunk driving message contest. Youth teams compete for a cash prizes for their affiliated organization.*

- ❖ What is a youth team? 2 or more youth
- ❖ All entries must be the original work of the youth

❖ **Keep in mind your audience: your friends and peers!**

Review the following checklist before submitting your public service message on a DVD or flash drive. Omission to *follow guideline* or *required information* will result in the entry being disqualified.

Be sure to

- ❖ Avoid using copyrighted music, images, labels/signage from any source without permission including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, films, iTunes, CDs, You tube (etc.) or commercials
- ❖ Avoid clothing, language, or music which glorifies alcohol drugs, sex, violence or gang related paraphernalia.
- ❖ No product labels: *Be sure to cover, distort, or make your own [no brand names]*
- ❖ Reflection must include sources for data used in the message
- ❖ The message must be 30 seconds; slates and credits *cannot* be overlaid onto the PSA or included in the 30 second message allotment.

Complete all areas of the cover page: See page 4

Reflection component: See page 5

Keeping It SAFE: enter early!

❖ **Entries accepted from Jan 30 through Feb 3 2017- 4:30 pm**

Deliver or send entries to:

Keeping It SAFE Coalition
C/o Department of Liquor Control
LRE-Community Outreach Dept.
201 Edison Park Drive
Gaithersburg MD 20878

Contact:
Meg Baker
240-777-6652 or
Dlc.kis@montgomerycountymd.gov

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Guidelines for the 30 second public service message:

Speak slowly and clearly so that all your words are understood by the audience and the judges.

Make sure background music or sounds do not interfere with any spoken dialogue.

Screen text---size and display—is readable!

Entries over 30 seconds will be disqualified.

Choose one topic message for the public service message from the following:

- ❖ Social media or advertising [how it influences teens about underage drinking]
- ❖ Decision: to drink vs. not to drink [who or what influences you]
- ❖ PAUSE: helpful tips for peers to avoid the consequences of alcohol use

Please note: this is NOT an anti-drunk driving message contest, but one that addresses the risks of under 21 alcohol use.

The message must be 30 seconds; slates and credits *cannot* be overlaid onto the PSA or included in the 30 second message allotment. This will result in disqualification.

[Slate/credits description:

Team name

School/organization

Student producer (s) (first names only-acceptable)

Names of the student team members (first names only-acceptable)

Public domain background music: source—if written by a student, add a name for acknowledgement]

Copyrighted images and music are not allowed from any source without permission, including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, films, YouTube (etc.) or commercials
Documented permission must be included.

Public domain materials are acceptable. Royalty-free music and images purchased from stock materials companies (such as pond5.com) are acceptable. See page 10 for resources.

Your submission must be on a DVD or flash drive in a format that is compatible with Mac or PC computers.

Sources for data referenced in the message must be included with the reflection page

Avoid clothing, language, or music which glorifies alcohol drugs, sex, violence or gang related paraphernalia.

No product labels: *Be sure to cover, distort, or make your own [no brand names]*

More than 1 entry per group is allowed.

❖ Required for each submission:

1. Completed cover page
2. Letter from a school/church/organization staff member verifying that the participating team is affiliated with the school/church/organization
3. Sources for data referenced in the message must be included with the reflection page
4. Reflection page, one for each team entry

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Judging process to be done in Feb/March:

A team of adults from the Keeping it SAFE Coalition and local youth will judge the entries on the following criteria:

- 1) Relevance of message selected
- 2) Originality/creativity in style & delivery
- 3) Entry appeals to peers
- 4) Persuasiveness/effectiveness of message
- 5) Overall video quality (video image quality, cuts/transitions, audio levels, clearness of dialogue, etc)

Notification of Winners:

The Keeping It SAFE Coalition will notify winners/non-winners via email using the contact information provided on the application cover page, see page 4.

Recognition★ Awards Event:

- ❖ Winners and all contest participants will be recognized at a spring community awards event.
- ❖ Winning youth teams will receive their awards: cash-made out to school/church/organization, trophies, and certificates in front of special guests, community and family. Winners will be asked to read their reflection statement.
- ❖ Invitations with event details will be distributed, via email to the contact sponsor who will be responsible for notifying students and the Principal. Family members, friends, and staff are encouraged to attend.
- ❖ Winning video messages will be shown at the event.
- ❖ The non winning participants will receive letters of achievement.
- ❖ Photographs may be taken and displayed through the Department of Liquor Control/KIS web page [permission slip included in guidelines]

Prize information for winning teams:

*The contest and cash prizes are sponsored by the Automated Traffic Division-Montgomery County Department of Police
The checks will be made out to the school/church/organization, not to individuals.*

- ❖ **High School** bracket winning teams:
 - ~ **1st place prize (\$1000):** the team will receive a check made out to their school/church/organization, a team trophy, and certificates for each youth involved.
 - ~ **2nd place prize (\$500):** the team will receive a check made out to their school/church/organization, a team trophy, and certificates for each youth involved.
 - ~ **3rd place prize (\$250):** the team will receive a check made out to their school/church/organization and certificates for each youth involved.
 - ~ **4th place prize (\$100):** the team will receive a check made out to their school/church/organization and certificates for each youth involved.
- ❖ **Middle School** bracket winning teams:
 - ~ **1st place prize (\$500):** the team will receive a check made out to their school/church/organization, a team trophy, and certificates for each youth involved.
 - ~ **2nd place prize (\$250):** the team will receive a check made out to their school/church/organization, a team trophy, and certificates for each youth involved.

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~ **3rd place prize (\$100)**: the *team* will receive a check made out to their school/church/organization and certificates for each youth involved.

~ **Honorable Mention**: certificates for each youth involved.

Keeping It SAFE: enter early!

❖ *Entries accepted from Jan 30 through Feb 3 2017- 4:30 pm*

Deliver or send entries to:

Keeping It SAFE Coalition
C/o Department of Liquor Control
LRE-Community Outreach Dept.
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Application ★ Cover Page

Required: one page for each student video entry

Entry Due: Entry(s) due: Jan30 through February 3, 2017- 4:30 pm

(Tip: Make a copy of this page for yourself)

Name of school/church/organization (can be school initials, class or period number, initials of youth, etc. We must be able to differentiate when multiple projects are submitted by the same source)

Grade level:

Address of school/church/organization:

Names of all participating youth: these names will be used for certificates. Use back or attach a separate page. **Be clear-- spelling is important!**

Adult sponsor/advisor from school/church/organization:

*Name: _____

*Phone: _____

*Email: _____

* Signature: _____

Media Consent Statement: sponsor/advisor to complete:

Sometimes members of the press are interested in contacting the winners of this contest. Please initial one of the following:

_____ Yes, I agree to have my name and contact information released to the press.

_____ No, I do not want my name and contact information released to the press.

Federal TAX ID number [TIN] of your school/organization/church (usually 9 digits). You may have to contact the business manager. [Please note: this is not the State tax-exempt number.]

TIN: _____

Required: Please Circle the topic you selected for your message:

- ❖ Social media or advertising [how it influences teens about underage drinking]
- ❖ Decision: to drink vs. not to drink [who or what influences you]
- ❖ PAUSE: helpful tips for peers to avoid the consequences of alcohol use

Did you go to the KIS web site to view past winners or access current materials? _____ Yes _____ No

Check how you heard about the contest:

___ Flyer

___ Email

___ A meeting

___ MCPS cable channel

___ KIS web site

___ Word of mouth

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Required: Reflection Statement

★ Submit a reflection paragraph with each project.

- Composed by a team member

Format: one or two pages-maximum, size 11-12 font, 1.5-line space.

Handwritten accepted: please *be clear and legible*

- Attach the reflection as a separate page and identify

1. School/church/organization _____

2. Grade level _____

3. Youth initials or team name _____

★ **Student Reflection:** Think about your video entry project. Respond to the following questions in a typed or written paragraph below.

Please *be legible*.

- **What** need did your video entry address? Refer to your topic choice.
- **Who** benefitted from your video entry?
- **What** did you learn about yourself and working with others?
- **How** was this experience connected to something you learned in a class at school?

★ The contest winners will be asked to read their reflections paragraphs at the Spring awards event. Copies will be made available.

★ Make a copy of your reflection for yourself so that you can practice if called upon to read at the awards event.

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Photograph/Video/Text Release Form for Minor Children:

I permit Keeping it SAFE [KIS] partners, and/or supporters to *photograph/videotape the undersigned minor children* and me and our names for use in KIS printed and/or electronic venues.

I release Keeping it SAFE from any expectation of confidentiality for the undersigned minor children and myself and attest that I am the parent or legal guardian of the children listed below. I have the authority to authorize KIS to use their photographs and names.

I understand there will be no payment or compensation.

I release Keeping It SAFE, partners, and/or supporters from liability for any claims by me or any third party in connection with my participation or the participation of the undersigned minor children

Print Name of Parent or Legal Guardian: _____

Signature: _____ Date: _____

Address: _____

City, State, Zip: _____

Name(s) and ages of minor children:

Name: _____ Age: _____

Name: _____ Age: _____

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Other Information:

- Winning entries may be submitted to multiple media outlets. Decisions regarding use of video rest with the media outlets' director.
- *Keeping it SAFE Coalition (KIS)* has the right to edit and to use all entries for public information purposes.
- *Keeping it SAFE Coalition* is unable to offer student service learning hours as the students are not under direct supervision of the KIS coordinator. The youth team sponsor must be responsible for documenting student service learning hours as per SSL regulations. *Keeping It SAFE Coalition* will issue verification of the completed project, upon request. Check the Montgomery Volunteers Center for a list of SSL approved organizations: <http://www.montgomeryserves.org>.
- It is the responsibility of the youth teams to contact KIS @ dlc.kis@montgomerycountymd.gov for any additional information that pertains to their team.
- All entries become the property of *Keeping it SAFE Coalition*.

Check list before submitting your project (s)

- Completed cover page; See page 4
- Your submission must be on a DVD or flash drive in a format that is compatible with Mac or PC computers.
- Letter from a staff member of school/church/organization that verifies youth team affiliation. (one letter per single entry or one letter for multiple entries from same location stating all participants affiliated with school/church/organization).
- Reflection page, one for each team entry, include sources for data used; See page 5
- Review guidelines to avoid disqualification; See page 2
- Avoid clothing, language, or music which glorifies alcohol drugs, sex, violence or gang related paraphernalia.
- No product labels: be sure to cover, distort, or make your own [no brand names]*



Tips: Creating the message [multiple online sources]

- Keep your message simple/clear: a beginning, middle, and end
- Storyboard your script: the action and dialogue
- Make your point: one or two points in 30 seconds, repeat it in different ways
- Get the listeners attention
- Work from a general idea to something specific. Show your audience the problem and then how to solve it.
- Use few scenes within your 30 second time frame to avoid confusing your audience
- Use stories and ordinary people
- Time yourself
- Your voice is your instrument: volume, tone, pitch, speaking too rapidly
- Actions speak louder than words: movements, gestures, posture, facial expressions
- Screen text---size and display—is readable!



Quick Tech Tips (Resource: Montgomery Community Media)

Shot Composition:

1. Use a tripod if you have one! Avoid the shakes

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2. Focus [on the eyes]
 - a. Zoom in as close as you can to the subject's eyes
 - b. Focus until the eyes glisten
 - c. Zoom out to your shot
3. Use the rule of thirds
 - a. Important things should be on the upper third or lower third of the frame
 - b. The eyes will become the point in which the viewer will want to look at, so frame them on the top third.
4. Avoid "negative space"
 - a. Frame the subject to allow an appropriate amount of headroom (space above the person)
 - b. Having shots too loose will make the talent look small, which could be uninteresting

Lighting:

1. Use existing light when possible
 - a. If there is enough lighting in a room or outside for the camera, use it!
 - b. If you use existing light, be sure it is not creating unwanted shadows or uneven lighting on the talent
2. "Bounce" the source
 - a. Using a reflecting card or white board to reflect the main source of lighting will eliminate some shadows, but will not over-light the subject
 - b. Use the 45-degree rule for lighting-the light and bounce card should be 45 degrees from the direction the talent is looking on opposite sides. Even if the sun is your source of light!
3. White balance your camera any time the light changes
 - a. If your camera doesn't automatically white balance, you must white balance every time the lighting changes

Sound:

1. Have a microphone? Use it!
 - a. The camera or cell phone's microphone is designed to pick up ambient sound around the area, but not necessarily an individual talent
 - b. Using a lavalier (lapel) microphone is great for interviews
 - c. A hand-held microphone is still better than the camera's microphone
2. Placing the microphone closer to the person's mouth will help eliminate ambient sounds from the surrounding area
 - a. For lavaliers: 8" from a person's mouth is a good distance. Soft-spoken talent may need to have the microphone slightly closer
 - b. Hand-held microphones should be just on the edge of the frame of video
 - c. If you must use the camera or cell phone's microphone, place the it as close as the subject will allow
3. Record ambient sound
 - a. You may never know when a little extra background sound could be helpful in post-production
 - b. After an interview, or while shooting b-roll, just let the camera record for a few minutes while everyone is quite.
4. Appropriate music will add to the project
 - a. Music can reinforce the mood of a piece
 - b. Be sure not to have the music too loud if there will be speaking
 - c. Selecting music without lyrics will be less distracting to the viewer
 - d. Music can be used to cover "tape hiss" or other quiet, unwanted sounds

General Tips:

1. Shoot for post-production
 - a. "Fix it in post" should never be the goal. If something doesn't look right, it will almost always be easier to re-shoot the footage, especially if you are still on location
 - b. Keep in mind where you might want to cut away, or cut in. Plan your b-roll taping accordingly.
2. Use the "manual" settings for your camera
 - a. The automatic settings are great on most cameras, but they take the control away from the operator
 - b. Auto-iris, white balance and focus sometimes have limitations

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- c. Focus shifts (when the focus bounces between soft and sharp) can happen when the camera is confused about what should be in focus
 - d. Slight changes in light levels can cause a similar problem with the iris
 - e. If you can adjust the audio on your camera, put that in manual also
3. Allow extra time for setup, strike and retakes if needed
 4. Plan, plan, plan!
 - a. Using storyboards, scripts, and edit decision lists for post-production may be time consuming and boring at first, but they will save tons of time in the long run!
 - b. Even if the final product doesn't look exactly the way you originally pictured it, having a plan when you go into the field or into editing will help move the process along

View Winning videos: www.montgomerycountymd.gov/dlc/education/kis/coalition

Web Resources:

Public Domain Sites:

www.pdinfo.com; Public Domain Information Project

www.pdmusic.org

www.audioblocks.com: source of royalty free music

A one-year subscription costs \$99.

A subscriber may download as many audio tracks as they wish and reuse those tracks as many times as they wish indefinitely, even if they cancel their subscription.

General:

www.montgomerycountymd.gov/kis

www.wrap.org

www.niaaa.nih.gov

www.nida.nih.gov

www.madd.org

www.camy.org

www.adcouncil.org

Youth:

www.thecoolspot.gov

www.stopalcoholabuse.gov

www.camy.org

www.asklistenlearn.org

www.toosmarttostart.samhsa

Sources to find help:

www.al-anon.alateen.org

www.nacoa.org

www.aa.org

www.infomontgomery.org

www.samhsa.gov