



VIDEO CONTEST 2012 FOR YOUNG PEOPLE 12-25:

Make a Difference!

DEADLINE: March 9, 2012

Create a short video about **MAKING A DIFFERENCE** – what you, your community, or your peers can do to be positive, create healthy change, and to help reduce underage and binge drinking, drug use, and impaired driving. Here are some questions to get you started:



- How can you create positive peer pressure – that is, get your friends to have some healthy fun and make positive choices?
- What kind of activities can you get involved with that bring awareness to destructive decisions such as drinking, drugs, or impaired driving?
- What are some of the ways you, your family, or your school have started projects that promote awareness about social issues?
- Who is a person that you know that has been an inspiration to you for making positive decisions around alcohol or drugs?
- What are suggestions and advice for youth, parents and community members to make a difference?

Videos we'd like to see...

- We prefer videos between 30 and 90 seconds long – but if you want to make something longer, do it!
- Be serious, funny, or musical – just be creative!
- You can create a story that has a beginning, middle and end, like a short commercial.
- You can interview yourself or your friends.
- Or how about a cartoon or music video?
- The possibilities are endless ... ***but read below for the rules before you start!***

Rules

1. Video needs to be about how to **MAKE A DIFFERENCE** about underage and binge drinking, impaired driving, and/or drug use (particularly marijuana, over-the-counter or prescription drugs).
2. Submission can come from one person or a group. Only one grand prize will be awarded.
3. Entrant(s) must live in Ventura County.
4. The video's concept must be entirely the creation of the individual or group.
5. A completed entry form (on page 3 of this form), printed out and completed in ink, must accompany the submission. A completed, scanned version in PDF format may be submitted electronically.
6. Videos accepted in the following formats: MPEG, MOV, AVI. Please, no DVDs.
7. Contact Straight Up to arrange the best delivery method for your video.

Judging criteria

- Submission will be judged according to its perceived value in promoting change surrounding underage and binge drinking, impaired driving, and/or drug use (particularly marijuana, over-the-counter or prescription drugs).
- Videos perceived to be condoning dangerous behavior will be disqualified.
- Entries will be reviewed by a committee of peers, local leaders, and prevention experts.
- One grand prize winner will be selected, as will several runner-ups.
- Winners will be notified by phone and by email on April 20, 2012.

Deadline and prize information

- One grand prize will be awarded to the winning individual or group in the total of \$500.
- Several runner up awards will be given.
- Submission must be received by Friday, March 9, 2012.

For more information:



www.straightupvc.org/contest
beckyh@straightupvc.org
(805) 647-4622

SPEAK UP Video Contest 2012 Submission Form

Fill out the form below for your video(s). Please include names and contact information of all entrants for your work. Include additional pages if necessary. Note: only one grand prize will be awarded.

Title of Video #1: _____ Length (in min/sec): _____

Title of Video #2: _____ Length (in min/sec): _____

Title of Video #3: _____ Length (in min/sec): _____

Title of Video #4: _____ Length (in min/sec): _____

Name of Entrant #1: _____ Age: _____

Ventura County Address: _____

Email: _____ Phone: _____

If Under 18, Parent/Guardian's Name:

_____ Phone: _____

Name of Entrant #2: _____ Age: _____

Ventura County Address: _____

Email: _____ Phone: _____

If Under 18, Parent/Guardian's Name:

_____ Phone: _____

Name of Entrant #3: _____ Age: _____

Ventura County Address: _____

Email: _____ Phone: _____

If Under 18, Parent/Guardian's Name:

_____ Phone: _____

Attach additional sheet if there are additional entrants and/or videos submitted

Please read, check, sign and date. If you are under 18, you must have a parent or guardian sign, as well. (only one entrant from a group needs to complete this).

I give my permission to use my work on the Straight Up website and other materials.

The video submitted is entirely of my own creation, or that of my group.

Signature: _____ Date: _____

Parent/Guardian Signature (if under 18): _____ Date: _____

DEADLINE: March 9, 2012. Contact Straight Up to arrange the best delivery method for your video. beckyh@straightupvc.org or (805) 643-5701 x1.