

# Be the Change 406 Coalition

Invites Beaverhead County Youth in 6th-12th grades to participate

2021-2022

## Red-Carpet Youth Video Project

### Lights! Camera! Action!



The Red-Carpet Youth Video Project is focused on promoting positive, healthy messages to our entire community through the eyes of our youth. Their work will be recognized and celebrated at the Red-Carpet Event at a place to be determined in May, during National Drug Prevention Week.

**\$500 1<sup>st</sup> place prize to middle school team and \$1000 1<sup>st</sup> place prize to high school team!**

Additionally, the winning videos will be shown as previews at Dillon's Big Sky Cinemas for the entire year!

### Important Deadlines:

- Team Application Submission: January 31, 2022
- Media Release Submission: January 31, 2022
- Final Video Submission: March 29, 2022
- Red-Carpet Awards Ceremony: May 2022



*Sponsored by: Be the Change 406 Coalition*

*Big Sky Cinema | Beaverhead DUI Task Force | Edward Jones, Dennis Schurg*

# Guidelines for Video Project

## Film Length

- The video must be 1 minute or less

## Teams

- Teams can have 2 -5 members, and each member must have a designated role.
- Team members must live in Beaverhead County or be involved with a Beaverhead County organization.
- Each team must have an adult **“Team Advisor”** (teacher, parent, coach, youth group leader, etc.).
- Teams **must** agree to follow appropriate, social distancing guidelines (6 ft apart or face masks) throughout the duration of the project.

## Entry Process -Applications available @ [bethechange406.org](http://bethechange406.org)

- Each team must complete a team application and send it to Andrea via email @ [aschurg@yahoo.com](mailto:aschurg@yahoo.com) by January 31, 2022.
- Each application needs to be accompanied by a Be the Change 406 Media Release for each team member. Teams with missing media releases will not be considered for the red-carpet event.
- A team can have high school and middle school members; however, they will be considered a high school team for judging.

## Video Content

- Videos must be amateur and entirely youth driven.
- Videos must represent the theme noted in the Steps for Success Section.
- The Be the Change 406 Coalition has the right to disqualify any video deemed inappropriate by the Youth Video Project Sub-Committee. • The video should not mention or solicit for specific organizations/nonprofits.

## Attention Adult Team Advisors:

- You will be the contact person for Andrea Schurg.
- You are responsible for submitting the team application, media releases, final video, and RSVPs by the set deadlines.
- You are also responsible for ensuring your team is following the guidelines. (i.e. length of video, number of team members & their roles)

# Steps for Success

## **Step 1: Form a Team**

- Teams must have 2-5 members.
- Ensure each team member has a specific role or responsibility (i.e. actor, writer) • Teams must have an adult Team Advisor that will provide guidance and support throughout the project.

## **Step 2: Look at Examples**

- Check out these examples of videos created by youth.
  1. <https://bit.ly/2xPaOlq>
  2. <https://bit.ly/2CP7hP4>
- These examples are solely meant to provide teams with a sense of the quality of video that judges will be expecting!

## **Step 3: Brainstorm Video Ideas**

- This year's theme is inspired by the National Red Ribbon Week Campaign:  
**DRUG FREE LOOKS LIKE ME!**
- NOTE: The theme is meant to be broad enough to allow youth to use their creativity and interpret it from their point of view. If advisors need examples, then please ask Andrea Schurg.
- REVIEW THE SCORING RUBRIC! Winners will be determined based on the rubric. In order to win the top prize the entries must receive a minimum of 50 points.

## **Step 4: Submit the Team Application and Media Release**

- Applications and Media Releases can be sent electronically to Andrea at [aschurg@dillonschools.org](mailto:aschurg@dillonschools.org) or dropped off at your school's office.
- Team Applications and Media Releases must be returned to Andrea by January 31, 2022.

## **Step 5: Work on Your Video**

- Videos can be started at any time from December-March, but try not to wait until the last minute!
- Teams are to use their own technology.
- This should be a fun and exciting project! Do not stress! If you need help, then speak with your advisor or contact Andrea directly!

## **Step 6: Submit Project**

- Videos can be submitted to Andrea via email at [aschurg@yahoo.com](mailto:aschurg@yahoo.com).
- MP4 is the only accepted video format.

# Youth Video Project 2021-2022 Team Application

Team Name: \_\_\_\_\_

Team Type:  Middle School  High School

Team Advisor: \_\_\_\_\_

Advisor Title (Parent, Coach, Teacher, etc): \_\_\_\_\_

Advisor Email: \_\_\_\_\_

Team Members (Name, Grade & Role(s)): Example: May Bee, 11<sup>th</sup>, actor & writer

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**Brief Summary of Video Idea:**

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\_\_\_\_\_ All applications must be accompanied by media release forms (see next page) for each team.

# Be the Change 406 Coalition Media Release Form

Please read the following, then sign & date the indicated areas.

I grant permission for my child to participate in activities, projects, and events sponsored by Be the Change 406 Coalition including the Youth Video Project. This consent allows your child's image, voice, and name to appear in video or audio recordings, films, photographs, written articles, or on websites and social media sites.

1. Child's Name: \_\_\_\_\_

Child's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Legal Guardian Signature is required if the participant is under 18 years of age.

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

2. Child's Name: \_\_\_\_\_

Child's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Legal Guardian Signature is required if the participant is under 18 years of age.

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

3. Child's Name: \_\_\_\_\_

Child's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Legal Guardian Signature is required if the participant is under 18 years of age.

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

4. Child's Name: \_\_\_\_\_

Child's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Legal Guardian Signature is required if the participant is under 18 years of age.

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

5. Child's Name: \_\_\_\_\_

Child's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent or Legal Guardian Signature is required if the participant is under 18 years of age.

Parent/Guardian Name: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_