

IT'S COMING!! A MONSTER-SIZED PUBLIC SERVICE ANNOUNCEMENT CONTEST, IT'S...

LIGHTS,

CAMERA,

SAFETY



CONTEST RULES & GUIDELINES

UPDATED MARCH 31, 2020



ABOUT LIGHTS, CAMERA, SAFETY

LIGHTS, CAMERA, SAFETY challenges 7th and 8th graders to create an original short film to promote ways to be safe while biking and walking. This contest is sponsored by the Austin Public Works Department's Safe Routes to School program, with prizes sponsored by the Alamo Drafthouse and technical assistance through the Austin Film Society.

In this contest, you and a team will be making a Public Service Announcement (PSA) film. Use this guide to help you make your PSA. Have fun and be creative!

CONTEST RULES AND GUIDELINES

ELIGIBILITY

This contest is open to all 6th, 7th and 8th graders in Austin. Students can enter on their own or with their families.

CONTEST PERIOD

Submissions will be accepted from March 10 through August 3. Winners will be announced in September 2020.

PRIZES

The winning team will receive Alamo Drafthouse Gift Cards, and their film will be shown in middle schools in Austin.

ENTRY RULES

- All submissions **must have a title.**
- All submissions **must be in either English or Spanish.**
- All submissions **must be between 30 seconds to two minutes in length.**
- Submissions **may not include any offensive materials.**
- Submissions **may NOT include ANY copyrighted music, audio/video clips, characters, logos, or other protected material. ONLY include music in your video that is considered "open source," or music composed and played by a student (or students) in your group.**

All submissions will be reviewed by a judging panel.

HOW TO ENTER

- Once you finish your PSA, upload it to a video hosting website (like Youtube or Vimeo). Do not send us the video file when you enter the contest!
- Send an email to SafeRoutestoSchool@austintexas.gov with:
 - Your PSA's title
 - The name of everyone in your group
 - The name of your school
 - A link to your uploaded PSA so that we can watch it online!
- Stay tuned for updates! Safe Routes will reach out to contest winners in September 2020.
- If your video is chosen as a winner, we will connect with you to get the video file at that time.

WHAT'S A PSA?

A Public Service Announcement, or PSA, is a short, non-commercial announcement created to provide information to the public. PSAs may look and feel different, but they share the same goal: to persuade people to take action and help solve an issue that affects the community. PSAs can be used to promote community events, provide safety tips, or inform and influence opinions.

DO'S AND DON'TS

A PSA announcement:

- Must contain info that benefits the community
- Should not include offensive material
- Focuses on the most essential information
- Uses short sentences in everyday language
- Tells or shows how this information can help viewers
- Calls for action
- Is memorable!!

GET INSPIRED!

A PSA can take many different forms. Let your imagination run free! PSAs can be:

- Funny
- Serious
- Live action
- Animated
- A mix of live action and animated

[See the Ad Council's Teen Bullying Prevention page for 3 examples of PSAs.](#)

STAY SAFE AND STAY AT HOME!

While students can't walk or bike to school right now, being a safety all-star is always in style! Follow these tips to stay active and safe while making your PSA:

- Stay close to home while walking and biking – no need to film your PSA at school.
- Cast family members as the stars of your PSA, since it is unsafe to meet with friends who live outside of your household.
- Create your film with your cell phone – no fancy equipment needed!
- Be sure to follow [the CDC's social distancing guidelines](#).

SAFE WALKING AND BIKING RULES

Your PSA must include **at least one** of the following rules to promote safe biking and walking:

1. Cross at corners, crosswalks and traffic lights. (Don't jaywalk!)
2. Look for cars and put cell phones away when crossing streets.
3. Walk, don't run, when crossing the street.
4. Cross with crossing guards if they are available, and wait for them to tell you to cross the street.
5. Obey the rules of the road when riding a bike or scooter or skateboard in the street.
 - Obey traffic signs.
 - Use hand signals.
 - Ride on the right side of the road moving with the traffic.
6. Wear a bike helmet. It's the law for anyone under the age of 18 to wear a helmet when riding bikes and scooters.
7. Bikes and scooters and skateboards are allowed on sidewalks in a reasonable and prudent manner.
8. Use bike lanes correctly when available.
9. Do not use cell phones or headphones while riding a bike or scooter or skateboard
10. Do not ride a bike or skateboard or scooter with another passenger, unless the device has been designed to accommodate multiple riders.

CREATING YOUR PSA

PRE-PRODUCTION AND PLANNING

During pre-production, all the preparation for filming takes place. This helps you make sure that filming is problem-free! Things you need to consider and plan for during pre-production include:

| | |
|--|--|
| How many scenes will you shoot? | |
| Where will these scenes be filmed? | |
| Will you need props? | |
| Are you using any pictures / still images? | |

While planning your PSA, ask yourself:

| | |
|---|--|
| 1. What is the purpose or goal of your PSA? | |
| 2. What is your message? What are you advocating for? | |
| 3. Who is your audience? | |
| 4. What would persuade your audience to listen? What emotions will you appeal to? | |
| 5. Does your PSA's tone and language match your purpose and audience? | |
| 6. How do your visuals help get the message across? | |
| 7. What is the call to action? What do you want your audience to do after watching? | |
| 8. What makes your PSA effective? | |
| 9. What is the title of your PSA? | |

CREATING YOUR PSA

GETTING STARTED: WRITE YOUR SCRIPT AND STORYBOARD

Storyboard each scene, and write down all of the dialogue or voiceover lines in your script! Note: 60-75 words in your script takes 30 seconds of film.

| SCENE # | SCRIPT | WHAT'S HAPPENING ON SCREEN? <i>(Include images / sounds / effects / location / camera direction / etc.!)</i> |
|---------|--------|---|
| 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
| 9. | | |
| 10. | | |

CREATING YOUR PSA

POSTPRODUCTION AND EDITING

You can find free tools and software to help you edit your PSA, including:

- iMovie on Mac
- Windows Movie Maker on PC
- Youtube Video Editor
- WeVideo
- Wax
- Blender

FINISHING TOUCHES

ADD SOUND EFFECTS AND MUSIC

Music is usually copyrighted. Look to see if your editing software has a music and sound library!
You can find some free music options on websites like [Freeplay Music](#).

ADD PSA TITLE AND CREDITS

Title: The name of your movie

Credits: A list of people who made this PSA and any resource links you used

JUDGING CRITERIA

| REQUIREMENTS | POINTS |
|--|-----------|
| Good filming choices/aesthetically pleasing; does not exceed three minutes | 30 POINTS |
| PSA message and advocacy is clear; film addresses at least one required safe walking and biking rule | 50 POINTS |
| Uses creativity and originality to deliver the message | 20 POINTS |

TERMS AND CONDITIONS

By entering, Entrant grants Sponsor an irrevocable, perpetual, royalty-free, freely transferable license to use the essay, artwork, or video for all purposes, in any and all media, whether now known or hereafter devised. By entering this Contest, you agree to acknowledge that this Contest is in no way sponsored, endorsed, or administered by or associated with YouTube and you agree to hold Sponsor, YouTube, and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of same harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the Contest.

By submitting a Video Submission, each Entrant expressly accepts and, to be eligible for the Prize, must comply with, the Entry Guidelines and Requirements. Entrants must read these Official Rules carefully and accept them prior to submitting the URL. Please read them prior to creating a Video Submission in the Contest. In the event that a Video Submission does not comply with any of the terms of these Official Rules (including the YouTube Terms of Service and Community Guidelines), as determined by Sponsor in its sole discretion, such Video Submission will be void. Video Submissions that appear to duplicate any other submitted entries may be voided in Sponsor's sole discretion and only the first entry submitted (based on time/date) will be included in the Contest.