

# ANNOUNCING THE "BE THE CHANGE!" VIDEO CONTEST Sponsored by YouthVoice NYC\*\*



Imagine that you could make a  
NEW YEAR'S RESOLUTION FOR NEW YORK CITY!  
What change would you want to see for teens?

Create a video to tell the Mayor and City Council!

## Here is how the contest works:

(See the *Video Toolkit* for more details)

- 1 **Make a video** using a webcam, laptop camera, phone camera, or whatever you can get your hands on;
- 2 **Post your video to RAP's YouTube channel.** You can enter as many videos as you like!
- 3 **Register your video online.** If you are under 18, you will need to submit a signed Parent Consent Form.

*We are not looking for anything fancy! Just be yourself, be honest, and have fun! Submissions will be judged based on originality and compelling use of information.*

★ The DEADLINE is February 17. ★

★ 1st place: \$200; 2nd place: \$100; 3rd place: \$50. ★

The short video can be anything you want it to be:

- ✓ a personal statement...
- ✓ a short poem...
- ✓ an interview of a friend...
- ✓ a short skit... ANYTHING!

Just be creative and see what happens!

Think about things that impact you and other teens:

- ✓ Would you add more books to your school...
- ✓ Create more jobs for teens...
- ✓ Make it easier to pay for college...?

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# VIDEO CONTEST TOOLKIT

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## FIRST: Make a great video!

You don't need to have a fancy camera or editing equipment, all you need is a camera phone, ipod camera, or webcam and an internet connection!

### Here are some simple tips to get you started:

- ★ Plan ahead. Even if your idea is simple, think through how you want to do it before you start recording. *What do you want to say? What do you want to ask?*
- ★ Make sure you have enough light, especially if you are shooting indoors.
- ★ Limit background noises and make sure you are speaking loudly and clearly.
- ★ Make sure you can see everything/everyone in the shot that you need to see before you start recording.
- ★ Consider including the title to your video and credits at the start and finish of the video.

*If you want more information about making videos, check out this online video tutorial from a great organization called **Witness**: <http://www.youtube.com/watch?v=B7BFnhYX2vs>*

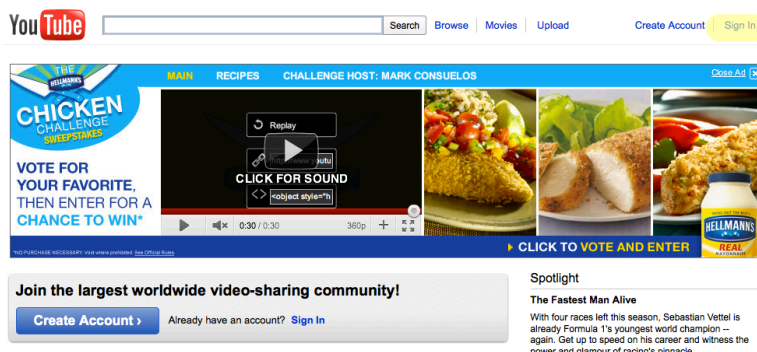
## SECOND: Upload your video in 7 easy steps...

**Step 1:** Make sure you know where your video is saved on your computer. Name your video file something clear and easy to remember, like "Video Contest Entry."

**Step 2:** Go to [www.youtube.com](http://www.youtube.com)

**Step 3a:** If you have a Gmail account:

With Gmail, you automatically have a YouTube account so you are all set to upload your video once you sign in!

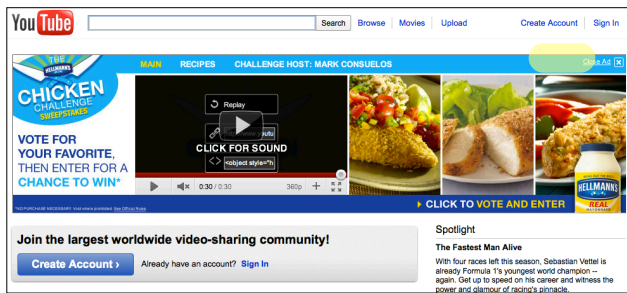


The screenshot shows the YouTube homepage. At the top, there is a search bar and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign in'. The 'Sign in' link is highlighted in yellow. Below the navigation bar, there is a promotional banner for 'THE CHICKEN CHALLENGE' with a video player and images of chicken. At the bottom, there is a 'Join the largest worldwide video-sharing community!' section with 'Create Account' and 'Sign In' links, and a 'Spotlight' section for 'The Fastest Man Alive'.

Click the "Sign in" link.

### Step 3b: If you **DO NOT** have a Gmail account:

You will need to create a YouTube/ Google account.



First, click on “Create account” on the top of the page.

Second, enter your email address and create a password for your YouTube account.

A screenshot of the 'Create a new YouTube Google account' form. It includes a heading, a paragraph explaining that signing up for YouTube means creating a Google Account, and a link for existing users. Below this is the 'Required information for Google account' section, which contains two input fields: 'Your current email address:' and 'Choose a password:'. The password field has a 'Password strength:' indicator and a note that the minimum length is 8 characters.

Finally, look over the “Terms of Agreement” and click the “I accept. Create my account” button at the bottom of the page.

A screenshot of the 'Terms of Service' section. It includes a heading, a paragraph asking the user to check the information entered above, and a 'Printable Version' link. Below this is a scrollable area containing the 'Google Terms of Service' text, starting with 'Welcome to Google!' and '1. Your relationship with Google'. At the bottom, there is a paragraph stating that clicking 'I accept' below means agreeing to the Terms of Service and Privacy Policy, followed by a yellow button that says 'I accept. Create my account.'.

Once you are done you should see a GREEN CONFIRMATION BAR at the top of the screen.

**Step 4:** Now that you have an account, you are ready to upload the video! You should automatically be directed to the YouTube homepage. Click the “Upload” link on the top right of the screen.

**Step 5:** Click the big red arrow that says “Select files from your computer” the appears on the new page. You will be linked to a browser where you can select the video file from your computer. Select the correct file and click “open.” Your video should automatically start uploading to YouTube.

**Step 6:** Once the video has uploaded, you will be directed to a page where you can fill out information about the video. You should see a few images from the video. You can give your video a title, something short and simple. You can also include a description if you want.

**Step 7:** Tag (label) your video. **You MUST give your video the tag: rapbethechange (all one word).** This will help us to find your video so we can include it in the contest!

**Now your video is on YouTube!**

You can search for the tag “rapbethechange” (use quotes during search) to make sure that it is there.

## THIRD: Register for the contest!

Fill out the registration form at: <http://resiliencelaw.wufoo.com/forms/be-the-change-registration-form/>

*If you are under 18, a separate Parent Consent Form must be filled out and submitted in hard copy by a parent or guardian.*

You can find the the form at the end of this toolkit and online at [www.resiliencelaw.org](http://www.resiliencelaw.org). Fill out the form and return it to Cait Gillies:

★ By Email: [gillies@resiliencelaw.org](mailto:gillies@resiliencelaw.org)), **or**

★ By Fax: 646-213-1456, **or**

★ By Regular Mail: Resilience Advocacy Project 154 Grand Street, New York, NY 10013

For more information, contact Cait Gillies at [gillies@resiliencelaw.org](mailto:gillies@resiliencelaw.org).

YOU'RE ALL DONE!  
Thank you for participating!

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## YouthVoiceNYC “Be The Change!” Video Contest Parent Consent Form

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**If you are under the age of 18, please review this form with a parent or guardian.**

***What is the purpose of this release?***

Your child has entered the “Be The Change!” Video contest, and has indicated a desire to submit words, photographs, recordings and/or videos depicting his/her voice and/or likeness as part of said contest. The “Be The Change!” video contest is a project designed to enable young people to share responses to news and political issues through video. The contest sponsored by the YouthVoiceNYC, a project of the Resilience Advocacy Project.<sup>1</sup>

These words, photographs, recordings, and video clips may be used as part of RAP’s advocacy initiatives, promotional materials and on our website. This release allows us to use pictures, audio recordings, and video taken by and of your child, and grants you/ your child permission to participate in the above described contest.

***What if I don’t want my/ my child’s image or words published?***

You do not have to sign this release. If you choose not to, neither your/ your child’s image nor words will be published. You may also allow your child to appear in just photographs, recordings, and video, and not in interviews.

***What should I do if I have questions?***

If you have any questions or concerns about this release, please contact Resilience Advocacy Project’s Director, Brooke Richie at [richie@resiliencelaw.org](mailto:richie@resiliencelaw.org).

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**Parent or Guardian: Please check off the statements below that you have read, understood, and voluntarily consented to:**

**I am the parent/guardian of:** \_\_\_\_\_.

- I consent to allowing pictures, audio recordings, and video of my child to be submitted and used for the purposes described above.
- I further acknowledge that I will receive a copy of this release upon request.

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Relationship to child

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

<sup>1</sup> For more information about YouthVoice NYC or RAP, visit [www.resiliencelaw.org](http://www.resiliencelaw.org).