



ART WITH INFLUENCE!

12TH Annual ITC Video and Visual Art PSA Contest

Students can POSITIVELY influence each other to be resilient and better navigate the pressures inherent in being a teen during challenging times.

This year's Video and Art Contest will introduce a new category – Visual Arts! We are excited to announce that we are now accepting 2D visual art PSA entries.

Influence the Choice is sponsoring our 12th Annual Video and Art Contest to inspire youth to POSITIVELY influence each other by producing a 2-minute public service announcement or a piece of 2D art on one of the following topics:

1: “What I Wish My Parents/Caregivers Knew”

Conversations with adults can be hard. Conversations about drugs and alcohol can be even harder if no one knows where to start. Now is your chance to teach the adults in your life HOW to talk to youth about how drugs and alcohol can affect them both physically and mentally.

2. “My Choice to be Healthy – What Inspires Me to Make Positive Choices”

So much of life is out of our control, but the choice to avoid drugs and alcohol can have lasting impacts on your future. What inspires and motivates you to make positive choices in your life? Alternatively, how might your life look if you had made different choices?

3. a) “To My Younger Self – Telling Middle Schoolers What They Can Do to Stay Drug Free”

High School students are in key positions to help younger students that look up to them by influencing choices they make. Sometimes younger students have misperceptions about what high schoolers do - especially around using drugs and alcohol. Send a message to ‘your younger self’ about why it is important to be drug free and how that helps to be mentally well.

(HIGH SCHOOL STUDENTS ONLY)

b) “To My Older Self – Telling High Schoolers What They Can Do to Stay Drug-Free”

It's exciting to look forward to your high school years. Where do you hope to see yourself in the future and what dreams do you have for yourself? How would drugs and alcohol change those plans and what do you want to tell your future self to stay healthy, happy, and drug free.

(MIDDLE SCHOOL STUDENTS ONLY)

4. “Refusal Skills – How to Stay Safe in Social Settings”

It's not always easy to know what to say when you are offered drugs or alcohol in a social situation. What are some examples of refusal skills and how can you use them to feel empowered to say “no” if you are offered drugs or alcohol.

VIDEO RULES

1. Open to any public, private or home-schooled student in 6-12th grade. You must live in the Issaquah School District boundaries.
2. Create a video “commercial” no more than 2 minutes long that will be used as a public service announcement (PSA) in a variety of public and broadcast venues to positively influence others.
3. Video should contain at least one fact from any of the following resource links (*it is required that you reference which of the following source you used)
 - a. [Issaquah School District Healthy Youth Surveys.](#)
 - b. Substance Abuse and Mental Health Services Administration: samhsa.gov
 - c. The Montana Institute: montanainstitute.com
4. Films may be funny or serious, real or animated. Students may work individually or in teams.
5. All work must be your own original creation and free of any copyrighted material, including music. No professional help allowed.
6. Videos must be appropriate in nature and not contain any indecent content. A good guiding principle: would this be allowed to be shown in school?
 - a. No violent content
 - b. Cursing, slurs, and derogatory comments are expressly prohibited
 - c. Videos showing the actual consumption of drugs, alcohol, and use of paraphernalia will be disqualified.
 - d. If you have questions about any of these, please reach out!
Laurelle@influencethechoice.org
7. Fill out the [2024 Entry Form ITC Art for Influence Contest](#). *The upload links are in this form.* Make sure you title your artwork with your Last name_First name_Title
8. Submissions are due: **April 14, 2024 by 11:59 pm**. Please submit your entries early to avoid any last minute uploading problems.
9. ALL submissions will be reviewed for appropriateness and/or copyright issues.
10. Only one video and one art submission per student.

Judging

A panel of judges will rate videos on the following:

*Creativity, originality & design *Effectiveness of message *Use of legitimate fact

2D ART RULES

1. Open to any public, private or home-schooled student in 6-12th grade. You must live in the Issaquah School District boundaries.
1. Create a piece of 2D artwork that will be used as a public service announcement (PSA) in a variety of public and online venues to positively influence others.
2. Artwork can be hand drawn, painted, digital art, photography, collage, mixed media, printmaking, fiber arts, if there is a medium you have a question about – please email me!
Laurelle@influencethechoice.org
3. Artwork must not exceed 18”x24”
4. No AI generated art is allowed.
5. Artwork should contain at least one fact from any of the following resource links (*it is required that you reference which of the following source you used)
 - a. [Issaquah School District 2021 Healthy Youth Survey.](#)
 - b. Substance Abuse and Mental Health Services Administration: samhsa.gov
 - c. The Montana Institute: montanainstitute.com

6. Artwork needs to convey a clear message to the viewer.
7. All work must be your own original creation and free of any copyrighted material. No professional help allowed.
8. Artwork must be appropriate in nature and not contain any indecent content. A good guiding principle: could this hang in the hallway at school?
 - a. No violent content
 - b. Cursing, slurs, and derogatory comments are expressly prohibited
 - c. Showing the actual consumption of drugs, alcohol, and use of paraphernalia will be disqualified.
 - d. If you have questions about any of these, please reach out!
Laurelle@influencethechoice.org
9. Fill out the [2024 Entry Form ITC Art for Influence Contest](#). *The photo upload links are in this form.* Make sure you title your artwork with your Last name_First name_Title.
10. Art submissions are due: **April 14, 2024 by 11:59 pm online**. Drop-off of art will be on Sunday April 14, 2024, at the Eastside Fire and Rescue Headquarters – 175 Newport Way NW, Issaquah 98027 from 1:00 pm – 4:00 pm.
11. Art submissions can be turned in early via photograph and be reviewed for appropriateness and/or copyright issues. JPEG, PNG, and JPG are accepted file formats.
12. Only one art submission and one video submission per student.

Judging - A panel of judges will rate artwork on the following:

*Creativity, originality & design *Effectiveness of message *Use of legitimate fact

Resources - How to Create Public Service Announcements

- youtube.com/t/creators_corner
- wikihow.com/Create-a-Good-Public-Service-Announcement-Film
- vimeo.com/2547527 Drew Keller's rule of thirds
- [Creating a Public Service Announcement \(PSA\) – Purdue Global Academic Success and Writing Resource Center and Blog \(purdueglobalwriting.center\)](#)

Music Information

- creativecommons.org/legalmusicforvideos

Questions?

Email laurelle@influencethechoice.org or visit www.influencethechoice.org