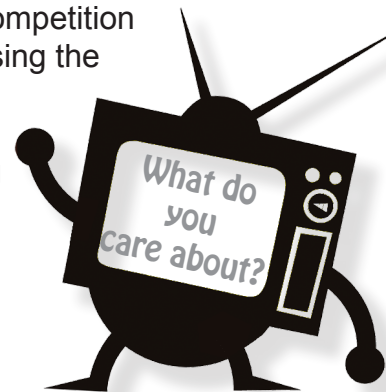


# Ready to Speak Strong?

Enter 'Ōlelo Community Media's 9th annual statewide Youth Xchange video competition and learn the value and importance of speaking out and speaking strong by using the creative and powerful medium of video.

'Ōlelo (which in Hawaiian means "to speak") empowers student voice by airing every student entry on television and over the Internet. Speak out on issues that affect you and share your concerns with your community and the world.



## Entry Instructions

- 1. MANDATORY:** All entries must focus on an **ISSUE** that is already affecting or may affect the community, our state, the country or the world.
2. Each entry must include a completed Program Entry form that is signed by the video's student producer and their faculty teacher or advisor. Entries without a completed form will be discarded.
3. Each entry tape or DVD must be labeled clearly with: Student Producer's Name, School, Program Title, Category entered, and Total Running Time.
4. Submit the best possible copy on DVD or miniDV. Do not send masters.
5. Only one entry per tape or DVD requested.
6. Tape entry should have 10 to 60 seconds of black both before and after the program for a clean start and finish. DVD entries should fade up or start in black and fade out or end in black.
7. The video must have been shot and edited between March 2, 2011 through March 1, 2012. The video must have been written, produced, shot and edited by students. Adult or faculty input must be purely advisory.
8. Submissions produced by students from any school in Hawai'i between these dates are eligible for this contest regardless of entry in other competitions.
9. Home school students must obtain a faculty signature from their affiliated Hawai'i State Department of Education school. Prizes won by home school students will be given to the home school organization.
10. Categories with three or less entries will not compete. Submissions will be placed in another similar category.
11. College students are eligible to enter the Experts Category if they are enrolled in a video/film production program at a higher education institution in Hawai'i. Prizes won by college students will be given to the college's video/film program.
12. Entrants in the Jr. Experts or Experts Category are not eligible to enter in other age categories.
13. Any student that has won twice in past Youth Xchange contests, or who've received extensive or advanced video or animation instruction or assistance, is enrolled in an advanced video or animation class, or has been paid for work in video production or animation, is eligible only to enter the Jr. Experts and Experts Category.
14. Teachers and/or adult advisors are responsible for obtaining copyright clearance for all materials used in the video entry. Failure to do so may cause disqualification.
15. Entries must be delivered or postmarked by March 1, 2012 to:



'Ōlelo Community Media  
Youth Xchange Video Competition  
1122 Māpunapuna Street  
Honolulu, HI 96819

# Subject Categories

All entries must cover an **issue** that is already affecting or may affect the community, our state, the country or the world.

**Broad categories of competition are:**

## **Animation**

Digital, computer art, or animated presentation of an issue. (5 minute maximum)

## **Mini Documentary**

In-depth program of an event, issue, place, individual or group.  
(10 minute maximum)

## **News**

News coverage of an issue. Submission of a news segment or report is encouraged.  
(2 minute maximum)

## **Public Service Announcement (PSA)**

A commercial length, informative but concise video about an issue. (30 second maximum, production credit or acknowledgement graphics do not count as part of the 30 second maximum)

## **Short**

A creative look at an issue using comedy, drama, music or a cultural setting. (5 minute maximum)

## **Junior Expert**

This category allows **students K through Middle school** with extensive video production skills to compete in a category that recognizes technical expertise using video. Youth Xchange winners who have won two or more times, students who have worked (for hire) professionally creating video, and/or students participating in or receiving help from other students in an advance video or digital media program must enter this category. (10 minute maximum)

## **Expert** (sponsored by Chaminade University)

This category allows **high school through college students** with extensive video production skills to compete in a category that recognizes technical expertise using video. Youth Xchange winners who have won two or more times, students who have worked (for hire) professionally creating video, and/or students participating in or receiving help from other students in an advance video or digital media program must enter this category. (10 minute maximum)





# Sponsored Categories... (continued)

## 2012 Sponsored subject categories of competition include:

### **Be A Jerk** (sponsored by the Be A Jerk Campaign, C & C of Honolulu)

We see effects of underage drinking all around us. How does access to alcohol, social activities and media messages affect underage drinking? (60 second maximum)

### **Healthy Homes & Community Environments**

(sponsored by the HI State Dept. of Health and University of Hawaii)

Our environment can affect our health. What types of environmental pollution can make us sick? What improvements can we make to keep us in better health? (3 to 5 minute maximum)

### **Pae 'Āina - Sustainability** (sponsored by the Office of Hawaiian Affairs)

How can we address sustainability for future generation? Apply your creativity to a message related to Pae 'Āina Sustainability; preservation of natural resources (i.e. water, land, air, etc.), or preservation of native Hawaiian culture in current day and age. (30 seconds or 3 to 5 minute maximum)

### **Peacemaker** (sponsored by the Rotary Club of Honolulu)

What is the importance of peace in our lives and in the world? Share your thoughts on the importance of peace and how you can create peace. (3 to 5 minute maximum)

### **Mobility for Future Generations – Honolulu Rail Transit**

(sponsored by HART - Honolulu Authority for Rapid Transportation)

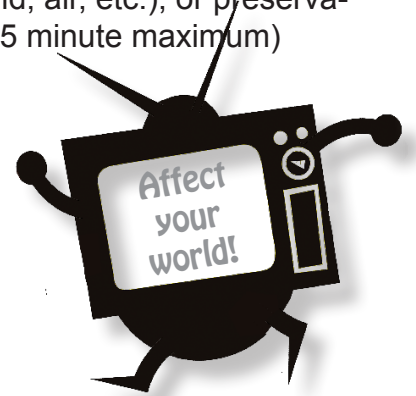
Share how your future rail transit system will help our island's mobility and benefit future generations. (30 seconds or 1- 2 minute maximum)

### **Start Living Healthy** (sponsored by the Hawaii State Dept. of Health)

The Department of Health's Healthy Hawai'i Initiative wants you to create a "counter-ad" or a "spoof" about junk food. The PSAs should not include any real brand names. Tips on how to create a "counter-ad" can be found on the Start Living Healthy flier. (30 second maximum)

### **Traffic Safety** (sponsored by GEICO and the Hawaii State Dept. of Health)

Traffic safety involves everyone on our roads, including drivers, riders, bikers, and walkers. Create a message on traffic safety to share how to keep roads safe. (25 seconds or 3- 5 minute maximum)



## Prizes

Sony cameras will be awarded to the schools of the Youth Xchange contest winners. All accepted entries, final and winning videos, and the Youth Xchange Awards Banquet will be aired on community access television, and placed on 'ŌleloNet, 'Ōlelo's On-Demand service on the internet.

By entering the Youth Xchange Video competition, you permit 'Ōlelo to use your video submission on access channels, other broadcast stations, radio, and internet to help promote community access.

## Entry Forms and More Info...

To download or print the most current information and entry forms, go to [www.olelo.org/yxc](http://www.olelo.org/yxc).