

Tips for creating your video entry

- Decide what type of video that you want to create. There are lots of options you can explore when creating a video entry. Some ideas are; short film, animation, stop motion, interview, feature, mini documentary or music video. The style of video you choose is up to you!
- A video entry could be set anywhere in your social environment.
- If creating a news piece, watch various news or current-affairs programmes to see what structure they tend to follow.
- Spunout.ie have health promotion videos aimed at young people that might give you some ideas on what kind of messaging to use <http://spunout.ie/video/P12>
- Think outside of the box and create a video with messaging that you feel people your age will like.
- Try to not cover too many issues in one entry. Remember that you can enter the competition as many times as you like with different ideas.
- Make sure that your video flows well and doesn't have random scenes that don't tie in to the overall theme of the video. Consider a narrative structure.
- Look at the previous winners section on drugs.ie to watch some of the winning videos from previous year's competitions. Remember to use these videos for guidance and don't copy the entire entry. The judges want to see new ideas each year.
- Try to engage the viewer from the very start- but keep it short- between 1 and 3 minutes in length.
- Do not include specific commercial messages, brands or companies. This means that you can't show branded labels on clothes, food or alcohol.
- You are free to use a variety of voices and/or sound effects and music in your entry- as long as you own the copyright. This means that you cannot use a recording in your video that is owned by an artist or by someone else. Be sure to check if the recording you use is subject to copyright. Some recordings can be accessed online for free, others you have to pay for. If you gain permission to use someone else's work remember to include the permission with your entry. Entries that use unauthorised material cannot be broadcast on the drugs.ie site, therefore they cannot be put forward to win prizes.
- If interviewing people, feel free to include clips from people that you interview. Please include the source of your interview in additional notes with your entry.
- Write down facts that you find useful from your research and where you sourced them from. Consider double check facts and figures to make sure that they are correct. Don't make statics' up.
- If you are writing your piece in an Irish context (based in Ireland), make sure your facts and figures are relevant to Ireland and not other countries like England and America. Remember that Ireland's drug and alcohol facts and figures will be unique to Ireland.
- Personal stories will be accepted as well as fictional stories. Be careful not to identify anyone in personal stories that you share. If you are sharing someone else's story - don't forget to ask their permission first!

Submitting your video entry

- Don't forget to fill out an entry form. Make sure your email address is correct and easy to read so we can contact you through email.
- Video entries will only be accepted in the following formats: .flv; .mp4; .mov; .mpeg
- If you are sending your video through post, Drugs.ie will only accept CD-R, DVD Video, DVD-R or USB memory stick. Please note, Drugs.ie are not in a position to return entries.
- If emailing your entry, the maximum file size accepted via email for all formats is 24MB. There are no upper file size restrictions on entries submitted through the postal service.
- The address for email entries is awards@drugs.ie. All entries submitted by e-mail will receive a correspondence as confirmation of receipt - if you do not receive an email confirmation of receipt your entry has not been received so please follow up with us.
- If you send an entry through email over the weekend, you will not receive a confirmation email early the following week.
- The address for postal entries is Drugs.ie National Youth Media Awards, The Ana Liffey Drug Project, 48 Middle Abbey Street, Dublin 1.
- All postal entries will receive a confirmation email when received.