



# EVERYONE MATTERS

## FILM YOUR ISSUE

### OVERVIEW

#### **Who Can Participate**

Anyone age 8 to 22 at the time of video submission, from any country.

#### **Length**

We are suggesting no longer than 4 minutes, including a brief credit roll at the end. For maximum impact and engagement by judges and public, 3 minutes is preferable.

#### **Format**

Your choice, including:

- documentary-style or narrative-style with multiple cuts, edits, storyline and script;
- directly talking to camera with webcam or smartphone.

#### **Deadline**

Monday, May 14, 2018, midnight your time.

#### **Submitting Video Entries**

Entries will be accepted anytime after March 15, and eligibility for the competition requires registration via the Film Your Issue. Download your film to FilmFreeway. We will share select submissions on our own YouTube page, which is distinct from the judges voting, and will not affect their decisions.

#### **Timeline**

Judges voting period, two weeks following deadline.

#### **The Voting Period**

From all entries received by the deadline of midnight, May 14, 2018, approximately three dozen films will be selected by the Film Your Issue team to continue to the finals. The semi-finalists will be submitted to the VIP Judges and the Film Your Issue ThinkTank, which will select the FYI 2018 Jury Prize winners.

#### **Announcement of winners**

First week of June 2018



[www.filmyourissue.com](http://www.filmyourissue.com)

## **Prizing**

Finalist entries will be shared by VIP Judges on their personal and/or professional social media, at their discretion. Select finalists will be posted on USA TODAY online, and on the Everyone Matters YouTube channel, with 45 million views.

## **Legalities**

All submissions to the 2018 Film Your Issue youth empowerment and issue-engagement initiative will automatically confer upon Film Your Issue and Everyone Matters all rights without fee or penalty, to present and license the entry on any and all platforms (including without limitation internet, broadcast, cable, satellite, podcast, cellphone, etc.).

## **Style and Content**

You don't have to be a professional filmmaker. Your passion, conviction, originality, persuasive grounded arguments, creativity and uniqueness are as important as professional, polished presentations. Avoid the cliches of multiple edits of heads repeating the same words and phrases. Don't imitate the style of dry Public Service Announcements which never persuade anybody. Be guided by your heart, passion and belief in what's right, humane and fair - that's what judges and public will also respond to. If you go for addressing the camera, your argument will need to be persuasive, dynamic and impressive, and you may mix your on-camera argument with video edits and graphics. Show us, in addition to telling us. We want to be emotionally moved, so tug at our hearts, make us laugh, choke up, feel angry, upset, moved, inspired. Remember: you want us to feel. Above all: Be yourself. Be passionate. Be original. Be persuasive. We want to hear and see your unique voice, insight and authenticity.

## **No copyrighted music**

You cannot use copyrighted music to score your video. Repeat: you CANNOT use copyrighted music unless you have multiple permissions from artist, publishers and licensors, which is highly unlikely. Fair use of copyrighted music enables you to use the briefest snippet for effect and for commentary, criticism, news reporting, research or parody. You need to use original music, vocals and instrumentation, or copyright or royalty-free music. **Use of copyright music will void your video from being posted on our YouTube Channel or USA TODAY online.**

## **Use of Video and Images**

As with music, you cannot use extensive footage. Use of pre-existing video is limited to the most brief snippet for effect and for commentary, criticism, news reporting or parody.

## **Profanity, violence, racism, personal or partisan attacks**

Keep it civil, respectful and rooted in reasoned arguments and discourse. Excessive use of profanity, gratuitous nudity, gratuitous violence, name-calling or extreme attacks on individuals or groups will disqualify your submission from entering the semi-finals.



## HISTORY

The first iteration of Film Your Issue ran from 2005 to 2010, as a youth-oriented short film competition inviting youth to engage in contemporary issues via short films. Thousands of youth around the world were impacted by the competition, whose media participants included Google, YouTube, Microsoft, AOL, Yahoo!, USA TODAY, MySpace, Sony Pictures and MTV. Each year, more than 500 submissions came from all across the U.S. and around the world. Organizational partners included The United Nations, The Humane Society of the United States, the NAACP, The Natural Resources Defense Council.

Led by Inaugural Honorary Distinguished Jurist Walter Cronkite, the illustrious VIP Jurists included Senator Barack Obama, Tom Brokaw, Anderson Cooper, George Clooney, Philip Seymour Hoffman and others.

Film Your Issue, a project of the non-profit What's Your Issue Foundation, was founded by social entrepreneur HeathCliff Rothman, to inspire social change, engagement in social issues and inner growth using the tools, reach and power of digital technology. He transitioned from a high-profile career as a culture and political chronicler/ journalist, contributing to Vanity Fair, The New York Times and other publications.

## OFFICIAL SPONSOR

What's Your Issue Foundation/ Everyone Matters / Film Your Issue  
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