



CREATE FOR LIFE CHALLENGE

WELCOME TOOLKIT





WHAT IS THE CREATE FOR LIFE CHALLENGE?

The Create for Life Challenge allows students the opportunity to submit creative pieces to accelerate the education of prevention and early detection of cancer to their peer group.

This year, the creative format for the Challenge is video submissions, focusing on sun safety, healthy lifestyle, tobacco/vaping awareness, or telling a personal cancer story. All high school students are eligible to participate.

100% Free and Easy to Participate

- Create a unique, engaging, and fun video that somehow relates to one or more of the topics chosen by the American Cancer Society for this year (sun safety, healthy lifestyle, tobacco/vaping awareness, and/or telling a personal cancer story).
 - Submit your video on the Create for Life Challenge website between January 1 and March 30.
 - Check out the other entries while our community judges do their thing.
 - The top five entries from each category will win prizes and move onto the national competition, with the chance to win a grand prize for their category. Finalists will be announced in the beginning of May with the National Winners will be announced later that month.
- National winners will be announced at a celebratory event and screening (depending on circumstances, this may be virtual).
 - All Top Finalists will receive a \$5,000 cash scholarship. In addition the schools of the 4 grand prize finalists will also receive a minimum scholarship of \$5,000.
 - All national entrants receive a trophy and a feature on our social media and website. Top submissions in each subcategory will get a scholarship of up to \$5,000, and the top three overall will get a whopping total of up to \$10,000. Plus, the schools of the top ten winners get a hunk of cash to help encourage even more creativity!

The Create for Life Challenge empowers students to connect with their communities and learn more about cancer through creativity and storytelling. Unlike more traditional awareness campaigns, the Challenge invites students to truly participate in their own learning, health, and communities--all with \$40,000 in scholarship prizes up for grabs.

**It's not about cancer.
It's about life.**



CHALLENGE RULES

All entries to the Create for Life Challenge must follow these guidelines or risk disqualification:

- Include the Challenge logo somewhere in the submission piece. Various versions of the logo can be downloaded on the Challenge website. The logo must be large enough to ensure all text is legible. Colors/layouts cannot be altered.
- Submissions must be free of profanity, nudity, and anything else that would qualify the submission as a higher than PG rating. This includes spoken, written, and graphic elements.
- All submissions must be original content and adhere to copyright law. If you're not sure whether or not a song, quote, image, etc. is in the public domain, don't use it.
- All submission topics **MUST** be from the provided list of available topics: **sun safety, healthy lifestyle, tobacco/vaping awareness, and/or telling a personal cancer story**. Any submissions that do not address one or more of these topics in some way will be disqualified.
- **All submissions must ONLY use facts and sources from www.cancer.org (the American Cancer Society)**, with proper citation. Any submissions using information found elsewhere will be disqualified.
- All submissions require the signature of a digital release form that allows the Create for Life Challenge team to utilize your work on social media, marketing, etc. (You retain the copyright to your work, so we need your permission to share it.) **Submissions from students under the age of 18 also require parental consent.** Both of these will be available on the submissions form.
- Submissions should be free of corporate logos, product placement, and other copyrighted material, with the exception of the Challenge logo. If other logos cannot be avoided for any reason, they must be blurred or blocked out before submission.
- Audio, if included, must be clear and understandable. Closed captions are encouraged, but not necessary.
- Anyone who appears in a video submission must have a release completed, signed and on-file. The required form can be found on the Challenge website.
- Videos can be shot on any video recording device - phones, cameras, gopro, etc. but must be uploaded in .mp4 or .mov format.
- All videos must be between 30 seconds and three (3) minutes, with shorter encouraged if possible.



ROYALTY FREE RESOURCES

For a Top-Notch Video Submission

Any content that you use, that you have not created, can be subject to copyright laws and require a licensing fee for its use. This could include photos, music, video elements, or any other content created by someone else. **If you choose to use this content, you are required to follow all licensing rules and pay appropriate fees.**

Good news! There are a lot of resources for content that are inexpensive or even free. You will hear the term royalty free. **Royalty free doesn't necessarily mean the content is free but it does give the ability to use content, like an image, for one low price.** If you're looking for content on the internet, you can't just grab something. Content belongs to the owner who created it. In general, look for content that is in the public domain, or has a Creative Commons International 4.0 license (meaning that, as long as you give the creator appropriate credit, you're free to use the source).



Be sure to double-check the license and usage rights before grabbing anything from the internet! Here are some places you can find free or low-cost resources:

Music:

- Fit Radio- <https://www.fitradio.com>
- Rock My Run- <https://www.rockmyrun.com>
- Dynamix- <https://www.dynamixmusic.com>
- Instructor Music- <https://instructormusic.com>
- Move-Ya- <https://www.move-ya.com>
- Muscle Mixes- <https://musclmixes.com>
- Power Music- <https://www.powermusic.com>
- Pure Energy Music - <http://www.pureenergymusic.com>
- Yes! Fitness Music- <http://www.yesfitnessmusic.com>
- Youtube Audio Library

Images and Stock Video:

- <https://www.istockphoto.com>
- <https://www.pexels.com/royalty-free-images>
- <https://unsplash.com>
- <https://free-images.com>
- <https://pikwizard.com>
- <https://pixabay.com>
- https://commons.wikimedia.org/wiki/Main_Page

Video Editing Software:

- iMovie (Apple only) - pretty great for being free
- Shotcut - Decent for being free
- Camtasia (\$) - Solid, paid version is very good
- Adobe Premiere (\$\$\$) - what professionals use
- Final Cut Pro (\$\$\$, Mac only) - very good editor, but it's hard to use and expensive

Audio Editing Software:

- Garageband (Apple only; mainly for music production but can be for general audio also)
- Audacity - <https://www.audacityteam.org> (one of the best free programs out there)
- LMMS - <https://lmms.io> (generally for music production, powerful but can be hard to use)
- Ableton Live - <https://www.ableton.com> (\$\$\$) - really good for complex audio but expensive
- Pro Tools - <https://www.avid.com/pro-tools> (\$\$\$) - what the professionals use and very expensive

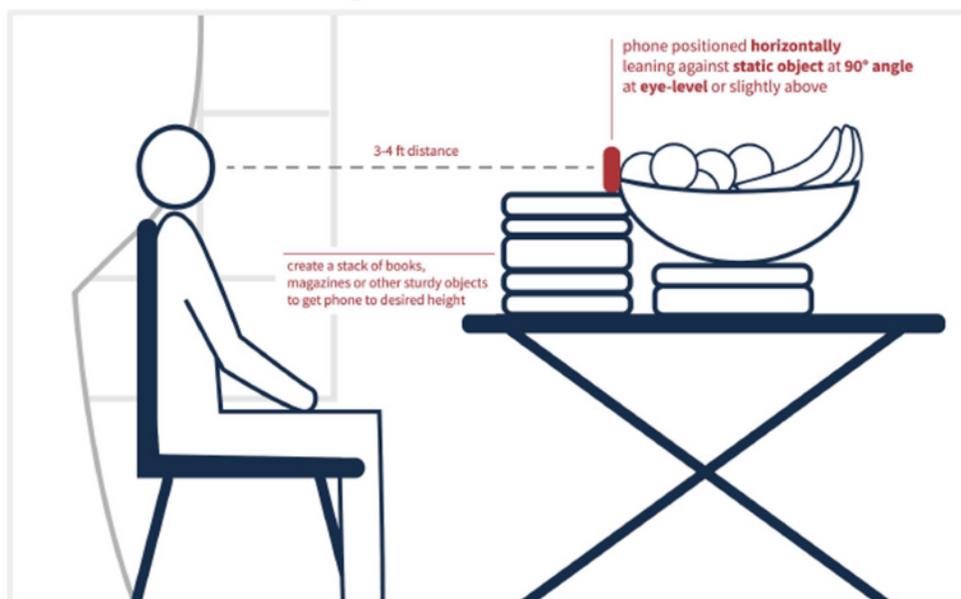


SMARTPHONE VIDEO TIPS

This tip-sheet will walk you through some things to keep in mind as you record your video, as well as provide you with some guidelines to make sure you look and sound your best.

1. Avoid bright white shirts, tight patterns, pinstripes and herringbone patterns. Also no logos please.
2. Film yourself in a quiet space. If noise interferes with filming, stop recording and begin again once noise has subsided.
3. Choose a location that does not have any bright lights or windows behind you. Try to position a light source in front of you and behind your phone. We want you to have great light on your face, so if you're facing the light – natural light works best, but a lamp will do.
4. Film yourself centered in the frame, in a tidy space with plain background. Avoid cluttered or distracting spaces. Avoid sitting too close to a wall behind you.
5. A selfie stick is the perfect tool for recording yourself via your phone. If you do not have one, lean your phone against a static object to record. Position your phone in landscape, not vertical position. Angle the camera level with your face or slightly higher. Avoid filming yourself from a low angle.

How to Position Your Phone for Filming





Orientation and Size

Your mobile device should already be set by default to record in 1080p with a 16:9 aspect ratio. Please be sure you are using this setting. If your device records in 4K, that is acceptable as well.

When hitting “start” at the beginning of the shoot and before hitting “stop” at the end, have the subject stay still for 2-3 seconds. This allows for edit space when cutting the final footage.



Audio

Please choose a location that does not have a lot of background noise, this is especially true if you are using the built-in mobile device microphone which is even less able to isolate noise than an external mic.

Lighting

Your subject should be facing the light. Direct light behind a subject will result in the person being recorded looking overly dark (like a silhouette). Always record in a well-lit area for best results.

Background

Choose a location that is visually pleasing, but not distracting. The subject of the video should be the focus, not the background.