



Media Advisory

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SD County student video competition targets hunger

What: Local students will create public service announcement-style videos for the San Diego Food Bank addressing the growing problem of hunger in our community for the San Diego County Office of Education sponsored annual Innovative Video In Education (iVIE) competition.

The San Diego Food Bank and Sony are sponsoring this year's social awareness category, called "Open Your Eyes." Students in this category will be divided into three grade groups: elementary, middle and high school. Each grade group will be asked to produce a different PSA on hunger in San Diego County, and the winner from each category will receive a Sony Camcorder for their school.

When: Student video groups will be filming videos during the week (March 23 – 27) for the April 1 entry deadline. Media groups are invited to film and interview students making their videos.

Where: To film the students creating videos at their schools contact: Becki Goehl on 858-292-3832 or Chris Carter on 619-857-2314.

Interviewees/ photo opportunities:

- Elementary, middle and high school students filming PSA videos at their schools.
- Interviewees: San Diego Food Bank Chairman Eugene "Mitch" Mitchell and Becki Goehl, San Diego County Office of Education.
- Interviewees: elementary, middle and high school student representatives.

Editors Notes:

Student prizes: The winning schools from the three “Open Your Eyes” grade groups will receive a Sony HDR-HC9 MiniDV HD Handycam® Camcorder kindly provided by Sony.

The three “2009 Open Your Eyes” categories include:

Elementary School Video Competition: The theme for elementary school entrants is: *How to Run a Food Drive*. This “instructional video” category is open to students and groups from Kindergarten to 5th grade. The video will range from 1 to 2 minutes and will explain how community groups can run a food drive for the San Diego Food Bank. Winning prize: Sony HDR-HC9 MiniDV HD Handycam® Camcorder

Middle School Video Competition: The theme for junior high school entrants is: *How to Donate to the San Diego Food Bank Using Its On-line Virtual Food Drive*. This category is open to students and groups from 6th grade to 8th grade. The video will be a public service announcement (PSA) lasting from 30 to 60 seconds. The PSA will briefly illustrate the problem of hunger in San Diego. Winning prize: Sony HDR-HC9 MiniDV HD Handycam® Camcorder

High School Video Competition: High school entrants can choose between two themes. Both themes are designed to act as fundraising public service announcements. The first theme is the *New Face of Hunger*. Students are invited to produce a video showing how more middle class people are being forced to seek help from the Food Bank. The second theme, *Removing the Shame*, will explain the importance of removing the stigma associated with receiving food bank assistance and/or Food Stamps. This category is open to 9th to 12th graders and entries should be between 30 to 60 seconds in length. Winning prize: Sony HDR-HC9 MiniDV HD Handycam® Camcorder

About the iVIE Awards:

The iVIE Awards is a San Diego County Office of Education sponsored K-12 student and teacher film festival and competition designed to foster visual literacy skills as well as encourage and reward the use of video to support curriculum standards. Student and teacher applicants to the iVIE Awards must create a media product that addresses one or more academic content standards. Categories include traditional academic areas such as language arts, history, math and science. Other areas represented in the categories include environmental issues, social issues and local community concerns.

Videos must be submitted by April 1.

The 2009 iVIE Festival will be held Saturday May 9th at the Del Mar Highlands Ultrastar Theater, featuring about 80 student video entries, viewed in their entirety.

The iVIE Awards ceremony for all entrants will be held on Thursday, May 21st at the Balboa Theater, 868 Fourth Avenue, 92101.

For more information visit: www.ivieawards.org

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