

# TIPS FOR MAKING A WINNING VIDEO FOR *LIGHTS, CAMERA, SAVE!*

## **DO:**

- Be original and think outside the box. Treat this as you would a school project and make sure that all of your work is yours not copyrighted from a song, web site or book.
- Read the official contest rules. Make sure that all your hard work isn't disqualified for not following the rules.
- View winning videos from previous years' contest.
- Get the permission of others featured in your video. Before you enter your video into the contest, make sure any friends or classmates who are in the video know that they are about to become stars!
- Use your phone if needed. You don't need expensive camera equipment.
- Be confident! There will be a local winner, and the winning local video will compete nationally.

## **DON'T:**

- Use copyrighted material - this includes music, movies and books.
- Create an advertisement for a company. Don't feature expensive clothing labels, sports teams, car emblems, store logos and such in your video.
- Create a video longer than 30 seconds. **YOUR VIDEO MUST BE LESS THAN 30 SECONDS!**
- Hesitate to ask questions. We are excited that you have decided to participate in the contest and are here to help. Just call the Bath State Bank Marketing Department (765-732-3022) if you have a question.
- Don't procrastinate. Get started tonight or this weekend!