



INNOVATIVE VIDEO
IN EDUCATION



San Diego County Office of Education's

2009 iVIE "Open Your Eyes" Category Grades 6-8 Video Guidelines

Sponsored by Sony and the San Diego Food Bank

Entries are due Wednesday, April 1, 2009 at 5 PM

SONY



For this iVIE category, your video production team will be producing a Public Service Announcement (PSA) for the San Diego Food Bank. First, your video should briefly alert people to the problem of hunger in San Diego County. Then, you will show how EVERYONE can help by using the online San Diego Food Bank's Virtual Food Drive. The internet "shopping" web site allows people to give food or money to the San Diego Food Bank without going to the store or visiting the Food Bank. Of course, only parents or adults with valid credit cards may use this web site. To help you show the process, we have provided a short video clip of the online process.

PSA guidelines

The 2009 "Open Your Eyes" PSA entry may be 30 OR 60 seconds in length. You may add credits (not to be included in the time limit above) but they may not be aired with the video if it is broadcasted. Please do not use student last names in your credits. All final products must be submitted at the San Diego County Office of Education (room 206) by 5:00 p.m. Wednesday, April 1, 2009.

Video Theme

This year you will have a choice of two themes relating to the needs of the San Diego Food Bank and the problem of hunger in San Diego. The content of your PSA will be judged on how well it meets the requirements of the video. Facts and statistics must also be accurately reported.

1. Shopping for the Hungry

Today, one can give to the San Diego Food Bank without ever leaving home. Using the online Virtual Food Drive, you can order needed food items that go directly to the San Diego Food Bank for distribution, or you can donate funds to support the distribution of food. In this PSA, the viewer should learn about hunger in San Diego, why their help is needed and finally, how easily they might help those in need.

Your PSA must have three parts:

- 1. Identify the Problem:** Hunger in San Diego; use a statement or images
Examples: You might show compare and contrast those who have food and those who do not, images of empty plates, etc.
- 2. Call to Action: How can I help?**
Show how to help by using the online Virtual Food Drive.
Examples: Create a situation where you are showing your parent or friend how to access the San Diego Food Banks online food donation web site.
- 3. All entries must include this video clip** [Download here](#)
QuickTime Pro is needed to download this clip. If you cannot access the clip, please contact Becki Goehl bgoehl@sdcoe.net Tip: Use a voice-over to narrate this clip.
- 4. Black screen with directions and website: www.sandiegofoodbank.org**
Tip: Use a voice-over directing the viewer to the web site.

Broadcast Rights

Tapes submitted cannot be returned. Permission is granted to the SDCOE, San Diego Food Bank for use in publicity and educational efforts.

Contact San Diego Food Bank

For more information or feedback about your video ideas, please contact the San Diego Food Bank staff. They are eager to help you! Chris Carter 858.527. 1419 x31 OR Maureen Polimadei 858.527.1419 x30

More questions?

- About iVIE requirements, call Becki Goehl at 858.292.3832 or email bgoehl@sdcoe.net

San Diego Food Bank Background Information

Listed below are some facts relating to the needs of the San Diego Food Bank and the problem of hunger in San Diego to begin your research. You may look for facts from other reliable sources, but be sure that your information is accurate.

1. The problem of hunger in San Diego

Of the 3 million residents in San Diego County over 480,000 people in San Diego County face the threat of hunger, and this number will increase with the worsening economic crisis. Of this number, 181,000 are children under 12. The San Diego Food Bank blames the economic downturn which is affecting large numbers of low-income working families and increasing numbers of middleclass families struggling with rising rents and mortgages, home foreclosures, job layoffs, rising prices and stagnant wages.

Background and Facts:

- 3.1 million residents in San Diego County
- 480,000 people live in “low-income” households, the majority (330,000) live in poverty
- 267,000 are children under 18
- 181,000 are children under 12

2. How does the San Diego Food Bank Virtual Food Drive help to end hunger?

Established in 1977, the San Diego Food Bank (SDFB) helps families and fixed income senior citizens put food on the table. The SDFB distributes food from its Miramar warehouse to 300 non-profit partners who distribute the food directly to people in need. The San Diego Food Bank distributed nearly 10 million pounds of food last year. This is the equivalent of 7.1 million meals.

When you are referring to a service provided by the San Diego Food Bank, be sure that your facts, such as phone numbers or web sites, are correct.

San Diego Food Bank
9850 Distribution Avenue
San Diego, California 92121
Telephone number: 1.866.350.FOOD (3663).
www.sandiegofoodbank.org

3. How can we the community help by using the Virtual Food Drive?

- Host a virtual food drive using the SDFB’s website. Visit: www.sandiegofoodbank.org
You can select and pay for food items on-line, and they will be sent to the Food Bank.
- Donate money on-line. For every \$1 we receive we can provide 3 meals