



i-DRIVE TV Toolkit

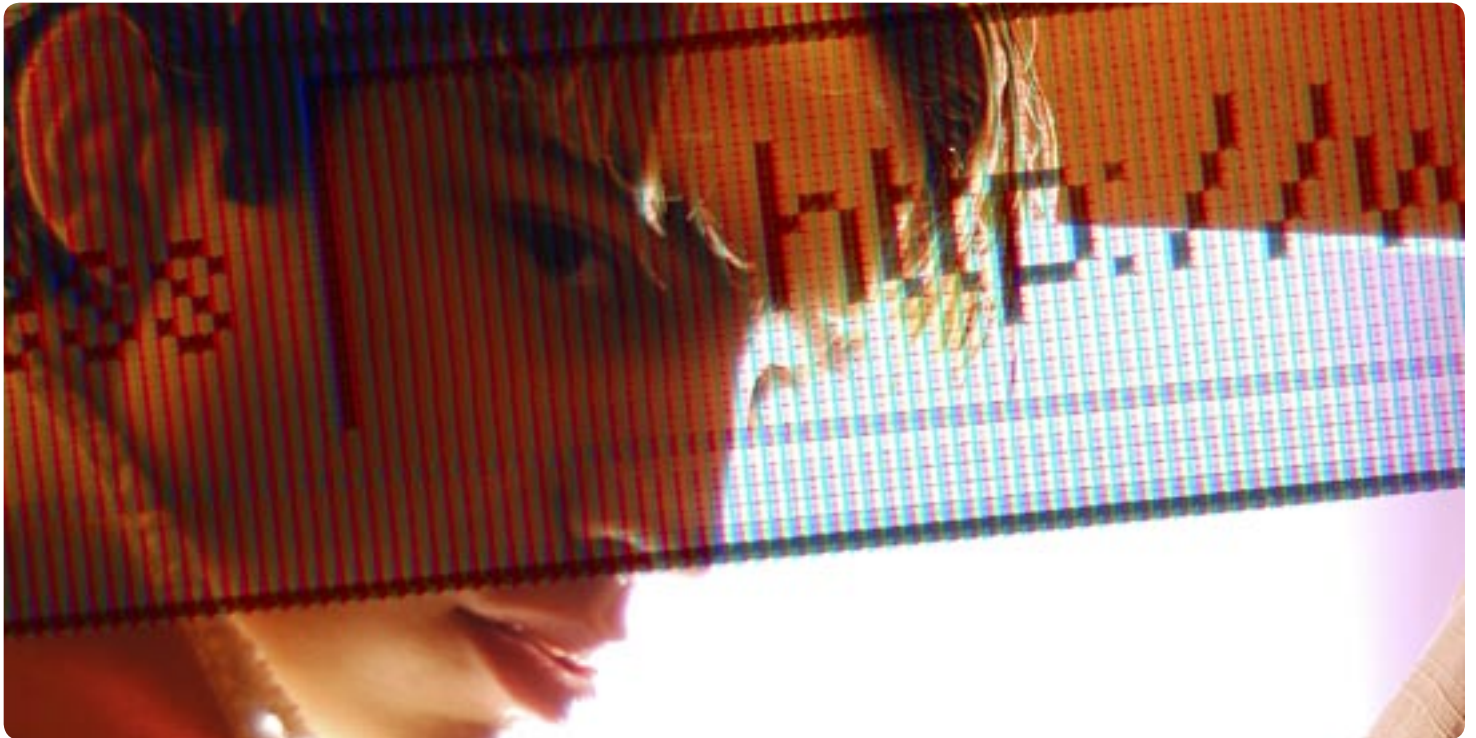
www.isafe.org

i-DRiVE TV Crew Call

Lights . . . Camera . . . Action!

i-DRiVE TV is seeking talented “Digital Correspondents” who want to tell their cyber stories. If you are a student filmmaker, on-air talent, a producer, a director, or a cameraman, this is your chance to get your voice heard on TV!

i-DRiVE TV is high-tech TV made for students, by students. It’s a cutting-edge, half-hour television show featuring student interviews, discussions with experts, profiles of the latest techno gadgets, and real-life Internet stories.



What’s a Digital Correspondent?

So you want to be a digital correspondent? Every month, i-DRiVE TV will announce two cyber safety themes for future TV episodes. It’s up to you and your crew to write, direct, shoot, and edit a segment (five minutes or less) on one of the themes listed. You make the call. If your segment is selected, we will put your creative work in a future i-DRiVE TV episode or vodcast.

You can get school credit for your video projects. Ask your teacher or counselor if you can make this a project for your class, or get your school video production class involved. This is a chance for your creative work to be seen by professional TV producers and public viewers at home.

Tune in! i-DRiVE TV can now be seen on the X-BLOCK Web site and on participating cable outlets and educational channels. Stay tuned for future information on where you can catch the show in your area.

i-DRiVE TV producers will request various types of video projects:

1. current news stories
2. sit-down interviews
3. man-on-the-street interviews
4. re-enactments
5. dramatizations
6. short films

Here's how to get started:

1. Go to <http://xblock.isafe.org> to get your assignment.
2. Select your cyber theme.
3. Assemble your video crew.
4. Identify your video equipment.
5. Write your script.
6. Storyboard your shots.
7. Schedule your filming dates.
8. Videotape your segment.
9. Edit your project.
10. Submit your project to i-DRiVE TV.
11. Watch your project on i-DRiVE TV.



Pre-Production

Before saying, "Action!" you have a few details to take care of. The success of your project many times is determined on how well you prepare. Here's some advice from i-DRiVE TV!

Your Assignment

You have the green light!

1. Go to <http://xblock.isafe.org>.
2. Register on the X-BLOCK Web site.
3. Click on "Assignment" to discover your mission.

i-DRiVE TV producers will explain your assignment in detail and update it every month. Each episode of i-DRiVE TV will cover a specific cyber world issue. Examples of topics include cyber predators, cyber bullying, file sharing, viruses, gaming, etc. Check out the student tool kit to learn more about cyber safety and get statistics to use in your video.

We will also place specific film requests, such as interviews with a student, a teacher, or a parent. Or we may ask you to film a reality TV segment about a popular video gamer on campus. We plan to keep it fresh every month.

Example of an assignment:

Identity Theft: "Who stole my Identity!"

Shoot and edit a three- to five-minute segment on how a student or parent could get his or her identity stolen via the Internet. Re-create how identity theft happens. Film a person at the computer giving away personal information (i.e. social security number, credit card number, address, bank account number, PIN number) online to a person or business he or she does not personally know. Use graphics and voice-over to explain the situation. Offer safety tips, and demonstrate how a person can avoid the situation.

Peer to Peer (P2P): "Download this!"

Shoot and edit a three- to five-minute "man-on-the-street" segment about how students get their music or movies at your school. Your reporter should introduce the segment on location at your school and conduct quick interviews with various students and friends. Ask them questions about file sharing, P2P sites, legal sites, whether they buy music from a store, what would make them buy music/movies, etc. Have your reporter sum up what he or she discovered on campus. At the end of the segment, wrap it up with advice or tips about staying safe online on P2P sites.

Select Your Cyber Theme

You always have a choice. Pick one of the two assignments offered, and hit the ground running. Segments will be announced on the first day of every month, and they are due on the last day of every month. We are also looking for news stories on current events. If you would rather film another hot cyber issue at your school, e-mail us at idrivetv@isafe.org, and we will put you on special assignment. Once you have selected your assignment and understand your cyber theme, you have creative control.

Assemble Your Video Crew

Help! You will need it. The best solution would be to work with your school video production class or school TV station. If your school has these resources, you're on your way. If not, you can get it done with friends or alone. All you need is a digital video camera and an editing system.

In a perfect world, these are the positions you need to fill on your crew:

1. producer
2. director
3. camera operator
4. sound person
5. on-camera talent
6. editor

You can have peeps wear more than one hat, or you can fill all positions yourself. Invite your crew to a meeting to discuss your project, brainstorm, identify equipment, identify wardrobe, discuss props, and schedule your shoot day.

Identify Your Video Equipment

If you're working with your school video production class or school TV station, you're set. They should have digital video cameras, mics, and an editing system to use. If not, see if you can use your parent's video camera, or contact a local video production rental house in town, and ask them to donate rental time for your project. All you need is one day to film.

The Camera – HDV or 3-Chip digital video camera is preferred. Single-Chip digital cameras are also accepted.

Sound Equipment – Shotgun mic, hand-held mic, or lav is preferred. If you have a sound mixer, that's great. If you don't have access to sound gear, just use the mic on the camera, and keep the background noise to a minimum.

The Editing System – Again, it's up to you how you want to edit. Many schools use Apple's® G4 or G5 Mac with i-Movie or Final Cut Pro. You can also edit with your PC using Adobe Premier, Vegas, or other software. It's how you use the editing tool that matters.

Write the Script

Put it on paper. This is one of the most important parts of your project. This is your map, your glue, your master plan. This will keep you and your crew working toward one goal. The script will also keep you organized and help you stay on track when you get to the set. Pass your script out to your crew and cast as soon as you're happy with it. Give them time to read it, and have your talent memorize their lines before you start shooting. If your reporter needs to ask specific questions, put it down on paper and note cards. When creating a great news story with important information, remember the five Ws:

Who are you talking about?

What are you talking about?

When did this happen?

Where did this happen?

Why did this happen?

And don't forget How this happened?

[Click here for a script example.](#)



Storyboard Your Shots

Is your crew having problems reading your mind? The storyboard is the answer. Create sketches of what you want in your shots. It doesn't have to be exact images to size, because it could change when you get to the set. And you don't have to be an artist. Draw stick figures if you have to, or take digital stills before starting to shoot, print them out, and show them to your camera operator so he or she can get the shot you want. If you are the camera operator, this will help you organize your thoughts and make sure you are not missing coverage or the "money" shot. When you get to the set, you don't want to forget an important shot.

Schedule Filming Dates

Since you only need to create a segment of five minutes or less, you only need one day of filming (two at most) if you need extra b-roll footage. Find the best day that works for you, your crew, and your talent. If school hours and sports/clubs are causing time conflicts, weekends are good days to film. Make sure your shoot day allows you enough time to edit your final project. We suggest shooting before the end of the second week of the month. That gives you two weeks to finish editing your project and to ship it to i-SAFE.

Production and Post-Production

Videotape Your Segments

Roll camera! This is when the magic happens. Remember: Students are your target audience, so keep it interesting and fun, and keep the camera moving! If you have a camera dolly or tripod with wheels, use it. If not, go hand-held and choose interesting camera angles—reality TV- or MTV-style. And make sure you capture good, clean sound. Sound quality will be a deciding factor on your project being selected for an i-DRiVE TV broadcast.

Photo releases are a must. To use people's faces on air in your projects, we need you and your talent to download and sign official i-SAFE photo releases. It's easy, especially if you have photo releases on the set. Turn in all signed releases when you submit your video to i-SAFE.

Take your time on set. We know you're up against the clock, but accidents happen with equipment when you rush. Remember: Safety should always come first! You don't want a friend getting hurt on your watch.

When shooting broadcast quality video:

- Focus: Keep your subjects sharp. Soft focus will hurt your project.
- Lighting: Don't leave us in the dark. Sunlight or small lights will help.
- Audio: Quiet on the set! Background noises can distract viewers.
- Framing: Haircuts are good, but don't get too close. Give your subject some headroom.

Edit Your Projects

Cut it out! If a specific shot or comment doesn't work in your segment, leave it on the cutting-room floor. It's important that your projects are no longer than five minutes. We're only doing a half-hour show. When we make the two-hour feature, we'll give you a call. Keep the pace up, and use current music styles that students will enjoy.

Make sure all photos and music you use are licensed, royalty-free original content. I know the Black Eyed Peas song would be perfect, but if you don't have written permission from the group, it won't make the cut. Try creating beats and songs in GarageBand, Sound Design, or other music creation software. You could also contact local bands in your area to release music for you to use. They may give you permission if they know their music will be heard by students around the country.



TIPS FOR i-SAFE FILMMAKERS

VIDEOGRAPHY:

- **Lighting:** All light (natural or fluorescent) should be in front of your subject. Whether it is an interview or b-roll (video that covers up the narrative portion), it's best to have the light shining toward the subject. Subjects show up better if the background is darker than they are.

- **Framing:** For an interview, it's best to have a few inches of room above your subject's head. It also looks best to leave some "talk room" in front of the subject's face if they are looking to the side. Try to avoid having background objects that appear to be "growing" out of your subject's head, like a tree, for example.

- **Audio:** Try to shoot your interviews in a quiet place. If you are only shooting b-roll, make sure you are recording all natural sound. Natural sound places your viewer at the site of the story.



- **B-Roll:** More than just talking heads, you want video to cover narration and portions of longer interview responses. Try to avoid revealing personal information accidentally! For example: If you are shooting someone on the computer, avoid revealing his or her online identity, or his or her true identity!

INTERVIEWS:

- **Be prepared:** It helps to research your subject before you do your first interview. Know the material you are talking about and as much as possible about the person you will interview.

- **Ask questions:** Don't expect your interview subject to know what to say automatically. Try to think of what the viewer needs to know to understand the entire story, and ask those questions. It helps to keep your list of questions with you while you do the interview. And don't be afraid to ask the tough questions.

- **Five Ws:** Who, What, Where, When, Why. And don't forget How. If you can answer all these questions after your interview, then you will be able to tell the complete story to your viewer.

WRITING/EDITING:

- **Open:** The first sentence in your story sets the tone for the entire story. It lets the viewer know what is going on, what your story will be about, and why they should spend the next two minutes of their life tuning in.

*Consider contacting your favorite local news reporter for help, because he or she may even put you on TV after hearing about the work you are doing to make the Internet a better place!

Submit Your Project

This is the important stuff, so pay close attention. All forms and video projects are due on the last day of every month. Each project must be accompanied by a signed registration form. Please submit high-resolution mov files, mini dv, or dv cam tape. Export size in standard NTSC video is 720 by 480. We must receive it this way so we can edit your projects into our show. Your mov file can come to us on CD-ROM or DVD-ROM. If you burn a DVD using iDVD, DVD Studio Pro, or other DVD authoring software, we will not be able to use your project. Please avoid sending VHS tapes. Ask your video teacher, or e-mail us at idrivetv@isafe.org.

All student-created videos submitted to i-SAFE become the property of i-SAFE Inc. Videos may be included in i-DRiVE TV, i-SAFE Web sites, and other educational programming. We reserve the right to enter portions or all of the submitted video into our programs.

i-SAFE requests that you send two versions of your projects. The final video should have music, and the other should not. We also suggest you include your music separately, which will allow us to trim your project and maintain good broadcast sound quality.

No DVDs, CDs, or DV tapes submitted will be returned, and there will be no payment for footage used by i-SAFE.

**Send videos and forms to: i-SAFE, 5900 Pasteur, Court Ste. 100, Carlsbad, CA 92008.
Attention: i-DRiVE TV.**

Final Submission Checklist:

- video with music (mov file on CD or DVD or DV tape)
- video without music (mov file on CD or DVD or DV tape)
- music file (aif, mpeg, or wav on CD, DVD, or DV tape)
- signed registration form
- signed photo releases

Watch i-DRiVE TV

i-Drive TV is the only TV show of its kind in the world featuring student cyber news, new technology, and i-MENTOR updates. The show can now be seen on the Web (X-BLOCK, i-SAFE), iTunes Vodcasts (search i-DRiVE TV), and on participating cable outlets and educational channels (TimeWarner Cable, Hawaii Education Channel). Check back at i-DRiVE TV for a complete listing of how you can view it in your area.





RELEASE OF LIABILITY FORM

I, _____, hereby give i-SAFE Inc. permission to film, video tape and/or photograph my son/daughter, _____, for the purpose of producing promotional videos, PSAs and commercials. I have been advised this film, video and/or photography will be used to promote Internet safety education. I also understand that the film, video and/or photography may be viewed in collateral material and/or online for the purpose of the promoting Internet safety education. I release i-SAFE America, including its directors, officers, employees, consultants, agents, and film crews from all liability arising from the use of the film, video and/or photography of my son/daughter. I also understand and agree that no compensation will be paid to my son/daughter for participating in this film, video and/or photography.

Dated: _____

Signature of Parent/Custodian/Guardian _____

Printed Name of Parent/Custodian/Guardian _____

Registration Form

Fill out this form completely, and have your parents sign the bottom. We look forward to seeing your video!

**Your Contact Information: Use blue or black ink, and please write clearly.
Your parents must sign this form or you cannot enter the contest.**

Name :		Your E-mail Address :	
Grade :		Today's Date :	
City:		State & Zip Code :	
School Name :		Teacher's Name :	
School's Phone Number :		Office Use Only : Date received	

Legal Mumbo Jumbo for Your Parents

i-SAFE Inc. may use your child's video to promote Internet safety for educational purposes in our national program materials.

By signing this registration form, I truthfully represent that I am either: 1) the exclusive legal and beneficial owner; or 2) the parent/legal guardian of the exclusive legal and beneficial owner of the intellectual property rights of the work submitted for this contest. I also truthfully represent that the work I submit is owned by me (or my minor dependent child) and that it does not infringe any third party rights whatsoever. In consideration of the opportunity to be a contestant and submit my work to i-SAFE Inc., I hereby grant to i-SAFE a nonexclusive, perpetual, irrevocable, worldwide, royalty-free license to use such work in any manner in both conventional and electronic media for furthering the foundation's mission and goal. I understand and agree that i-SAFE's use of this work shall not create any association, partnership, or joint venture between i-SAFE and me (or my minor dependent child).

Parent's Printed Name & Signiture :	
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**Mail, fax , or e-mail this completed form to:
i-SAFE Documentary Film Contest**

i-SAFE, 5900 Pasteur Court, Ste. 100, Carlsbad, CA 92008
Fax #: (760) 603-8382