

Up to Us Video Contest

Create a short video that will answer the question:

What is the national debt and why does it matter to our generation?

Week 1

Create an overview for your video.
Secure any outside resources, extras,
or props.

Week 2

Start filming!

Week 3

Finish filming and start editing your
video.

Week 4

Make the final edits to your video.
Reach out to a friend to ask for
constructive edits.

Submit your video to the [Up to Us
Video Contest](http://www.ItsUptoUs.org).

UP to US

www.ItsUptoUs.org



Hosting Stipend

To support your video production, Up to Us is able to offer a \$150 stipend.

Video Concept

A 2-3 minute video that answers the question, **what is the national debt and why does it matter to our generation?** The video should be split into two segments, the first answering the question: *what is the national debt?* This section will include facts and statistics provided by Up to Us to create a clear understanding of what the national debt is (see table on the next page).

The second half of the video should focus on the question: *why does it matter to our generation?* This portion of the video will be a chance for you to get creative and choose compelling reason(s) why this issue matters to you and our generation!

Up to Us will provide you with a title and end slide, facts, and statistics to include in the video, however, as far as formatting, editing, and composition, that is left open-ended for you to express your creativity. All videos should be in English.

Use

Your video should act as an introduction to the national debt for viewers unfamiliar with the topic. Use this opportunity to convey the importance of this issue to your peers and inspire them to take action in their communities. Videos are a simple and engaging tool to combine education and entertainment—be creative in your approach to engage your target audience while also teaching!

Mood

The mood of this video should be *empowering, informative, and inspiring*.

What we want to understand

- ➡ What is the national debt?
- ➡ How does the national debt influence our lives?
- ➡ Why does it matter to our generation?
- ➡ What can you do to get involved with the Up to Us movement?

	SEGMENTS	DETAILS TO INCLUDE
1	Up to Us Title Slide	Opening slide: include provided Up to Us title slide.
2	Introduction	Include a catchy introduction to engage viewers.
SEGMENT 1: What is the National Debt?		Facts and statistics that Up to Us provides are required to be included. However, there is no specific way that you need to convey these facts. Feel free to include other visuals/scenes to break up statistics.
3	Current amount of US National Debt	Fact to include: America's national debt has already surpassed 21 trillion dollars.
4	Debt vs. Deficit	Definition to include: the difference between debt vs. deficit. Debt & Deficit Definition: National Debt Guide 101 (pg 8). Check out this YouTube video to get ideas for how to demonstrate the difference between the two terms.
Pick ONE of the following debt facts to include in your video		Select only 1 of the following 4 facts to include in your video. Get creative in your approach to presenting the national debt fact you select!
5	National Debt Fact 1	The Congressional Budget Office projects that if current laws are maintained, the national debt will climb significantly over the next ten years, reaching 93 of GDP by 2029.
6	National Debt Fact 2	As our national debt burden grows, the economy is left with less fuel for innovation, entrepreneurship, growth, and job creation. Younger generations will be the ones that get stuck with most of the bill.
7	National Debt Fact 3	The combined Social Security trust funds are projected to be fully depleted by 2034—just 15 years from now.
8	National Debt Fact 4	By 2048, interest costs are projected to become the largest category of the federal budget.
SEGMENT 2: Why does it matter to our generation?		There are no specific requirements for this section. Convey why the national debt matters to our generation. Feel free to get creative!
9	Why it Matters	Use this section to describe why this issue matters to you and our generation. Maybe you are passionate about how the national debt links to climate change , social security , student debt , or a variety of other topics . Or maybe you are motivated to take action to reduce the effects of the national debt before it becomes too late for our generation. This section is an opportunity to let viewers know why you are concerned about our fiscal future and why they should be too.
10	Encourage Others to Get Involved	End Slide: Include the graphic provided to get involved by signing the Up to Us Pledge .

Materials for reference

Up to Us Blog

Need help understanding why the national debt matters to our generation? Check out the [Up to Us Blog](#) to explore specific areas the national debt influences.

Deficits & Debts: Crash Course Economics #9

Stuck trying to describe the difference between the debt and the deficit? Or just need some inspiration on how to portray this topic in an engaging manner? This [YouTube video](#) can help!

National Debt Guide 101

Want to learn more about the national debt and include more facts in your video? Check out the [National Debt Guide 101](#) to give you an overview of the topic.

Up to Us Brand Guidelines

Want to create your own graphics for your video using the official Up to Us colors and brand standards? Check out the [Up to Us Brand Guidelines](#) to learn more!

Video Editing Softwares

If you don't already have a video editing software, here are some examples of different FREE programs that are great for first-time video-editors.

➡ Mac or Windows: [VideoPad](#)

➡ Mac only: [iMovie](#)

➡ Windows only: [Movie Maker](#)



STEP 1:

Outline video structure and coordinate logistics

- Create a draft outlining the overall look and feel of your video. Feel free to email it to your community manager for review.
- Plan out key scenes and establish what props, resources, or people are needed for your video.
- Check to see if you need permission to film in specific locations.
- Purchase or order any props, video gear, etc. that you may need for your video.

STEP 2: Start Filming!

- After you make sure all logistics are in place for your video, start filming! Make sure to leave ample time to complete the filming component of this video as this is often more time consuming than you may think.
- Make sure to film your video in landscape orientation.
- To mitigate background noise, shoot in a quiet place preferably indoors. If you want to film outside, consider using voice overs rather than recording audio outside.



STEP 3: Edit your video

- Finish filming your video and begin editing clips into a finished product. See the additional resources section for links to some free video-editing softwares.

STEP 4: Add finishing touches & submit your video!

- Make final edits to your video. Have a peer, family member, professor, or friend view your video and provide feedback.
Tip: Host a video viewing party to gain constructive criticism of your short video.
- Upload your video to Youtube (upload the video with the privacy setting as "unlisted") and send the link to UptoUs@netimpact.org. Once approved, we will notify you to make it public!

How to turn in your video

- Upload your video to YouTube
- Email your YouTube link to UptoUs@netimpact.org with the subject line: "Up to Us Video Contest Submission"

Deadline

➡ May 2019

Winner receives:

- \$1,000 grand prize for video production gear
- A special feature on Up to Us social media platforms
- Recognition as the winner of a nationwide communications contest to build your resume or portfolio
- Priority access to next year's Up to Us Competition (including an all-expenses paid trip to the 2019 Net Impact Conference)