

Be Safe, Be Well, Be Green: Students Promoting Positive 21st Century Lifestyles**Introduction**

The purpose of this year's media challenge is three-fold: to educate our community on how to be savvy and safe when engaging in online activities, to promote healthy living and wellness, and to promote environmental stewardship through local efforts. As students who have grown up with the Internet, you are aware of the many ways that online resources make our activities more connected, engaging and immediate. You also know how these same resources have been used to cause harm, hurt feelings, share inappropriate material, and worse. You have first-hand knowledge of the benefits of living a healthy lifestyle, including eating nutritious foods and getting proper exercise. Finally, you have grown up with the knowledge that we need to take care of our planet if it is going to take care of us. This is your chance to promote Internet safety, health and wellness literacy, and environmental citizenship by putting your best ideas into action. Since this project is designed to serve both our local and global communities, your participation may be eligible for National Junior Honor Society service credit.

Step 1:

Complete, sign, and return the attached application to the school office **by 3:00PM on January 22, 2010**.

You will be added to the 2010MediaChallenge conference in FirstClass where additional information, project resources, and schedules will be shared.

Step 2:

Select a topic from one of the three themes listed below (or propose a topic that relates to one of the themes):

DMC2010 Theme One: Internet Safety

- Safe and responsible use of social networking sites, chat, e-mail, bulletin boards, IM, and other means of communication on the Internet.
- Recognizing, avoiding, and reporting inappropriate online contact of kids by adults.
- Risks of sharing personal information on the Internet.
- Recognizing and avoiding unsolicited or deceptive communications received online.
- Recognizing and reporting online harassment and cyber-bullying.
- Reporting illegal activities and communications on the Internet.
- Copyright laws on written materials, photographs, music, and video.

DMC2010 Theme Two: Health and Wellness Literacy

- National and international public health and safety issues
- Practicing healthy habits inside and outside of school
- Establishing and monitoring personal and family health goals
- Pursuing physical fitness activity inside and outside of school
- Using available information to make appropriate health-related decisions, including proper diet, nutrition, exercise, risk avoidance and stress reduction.

DMC2010 Theme Three: Environmental Citizenship

- Reducing Consumption
- Waste/Recycling
- Earth Day 2010
- Energy Conservation
- Water (See for example - http://www.ec.gc.ca/water/en/e_quickfacts.htm)
- Air/Climate

Step 3:

Begin to research the topic you have selected. There are many good examples of Internet Safety resources online. You can also visit the CyberSafety page at: <http://www.d102.org/teachinglearning/cybersafety.html> where a list of resources can be found at the bottom of the page. A great starting point for Environmental Citizenship is found at: <http://www.edutopia.org/go-green> from the George Lucas Educational Foundation's publication, *Edutopia*.

Step 4:

Use the storyboard/script template (found in the DMC2010 FirstClass conference) to develop your story. Use text, images, audio and/or video (free of copyright or legal restrictions). DO NOT use the actual names or identities of real people. This includes first and last names, email addresses or other identifiable information of actual persons. ALL STORYBOARDS/SCRIPTS are due in the school office **NO LATER THAN 3:00PM on February 19, 2010**. Those students eligible for National Junior Honor Society Service Credit will also need to complete a log sheet of time spent working on the project. Download or pickup from the school office a log form to record the time you spend working on your project.

Step 5:

Once you have been notified that your storyboard/script has been approved, begin creating your project. You will have up to two months to produce and submit a final project that is NO LONGER THAN SIXTY (60) SECONDS. Up to five additional seconds may be used to display the required list of permissions and/or credits for resources used, and to acknowledge any other people who helped with your project.

Deadlines/Timeline	
Turn in signed application	3:00 PM Friday, January 22, 2010
Informational meeting in MMS library (30 minutes - attendance is optional)	2:30 PM Tuesday, January 19, 2010
Informational meeting in AJHS library (30 minutes - attendance is optional)	3:00 PM Wednesday, Jan. 20, 2010
Turn in storyboards/scripts	3:00 PM Friday, Feb. 19, 2010
Submit final project as a digital movie file (not to exceed 65 Seconds in total duration)	3:00 PM Friday, April. 16, 2010
Entries reviewed and selected for ALI inclusion	April 17 - 30, 2010
Project Broadcasting & Screenings	April & May, 2010

Participant Application		D102 Digital Media Challenge 2010			
Student Name					
Homerroom/LA Teacher					
Project Title					
Project Topic					
T-shirt Size <i>Check one</i>	Small []	Medium []	Large []	Extra Large []	

As a student participant...

- I understand that my participation in this project is intended express my creativity in order to promote Internet Safety, Health & Wellness Literacy, and/or Environmental Citizenship to members of our local and global communities.
- I will not use any information or resources for which I do not have permission to use.
- I will cite properly and credit all sources used in the research and development of my project.
- I will respect the rights and privacy of people I know by avoiding any reference to their names, identities, or characterizations that would compromise their identities.
- I will not use any material that is protected by copyright (e.g., photos, drawings, music) and will properly credit any resources licensed under Creative Commons.
- I will ensure that every person contributing to this project has completed and submitted a signed application.

Signature of Participant	
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As the parent/guardian of this student participant...

- I give my permission for my child to participate in the 2010 Media Challenge.
- I understand that any content submitted by my child for use in this project will be reviewed and may be shared with students and teachers in Aptakasic-Tripp School District 102 and to promote Internet Safety, Health & Wellness Literacy and/or Environmental Citizenship in our schools.
- I understand that those projects demonstrating exemplary content and quality may become part of an exhibit on the Apple Learning Interchange <<http://edcommunity.apple.com/ali/>> to promote Internet Safety, Health & Wellness Literacy, and Environmental Citizenship with students around the world.

Signature of Parent/Guardian	
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