Students Speaking Out PSA Campaign

Campaign Description:

Your voice can make your school safer! The mission of **Students Speaking Out** is to empower young people to use their voices to make schools and communities safer. We believe that students can make a difference in bringing an end to senseless violence and dangerous activities that interfere with young people achieving their dreams. We will do EVERYTHING we can to protect them, to remove barriers and empower our communities to stand up and let their voices be heard. The San Diego Unified Police Services Department in collaboration with the Integrated Youth Services Division will continue to support Public Service Announcement Video campaign that began in January 2018. Two high schools were selected at the time to pilot "If You See Something Say Something Campaign." The goal of this campaign is to encourage and empower each student to report suspicious and/or criminal activities happening on our school campuses to law enforcement, school staff, anonymously by calling CrimeStoppers or by using the Crime Stoppers App. These pilot videos can be viewed at:

> **Call to Action:**
> https://drive.google.com/open?id=1XiF2fQ2Hp8RKgkkgDb9CqGwcrF3ltove
>
> **Students Speaking Out (English)**
> https://drive.google.com/open?id=1OSCqVsSBHCZY90YJghonneIxyCjcd-T8
>
> **Students Speaking Out (Spanish)**
> https://drive.google.com/open?id=1Q7tjVd1t8EtLeTAF1z9vrzwS0MYy4M0O

The Departments of Police Services and Integrated Youth Services expanded this opportunity during the 18-19 school year to all 15 high schools and 6 middle schools in San Diego Unified that offer video production courses through CCTE. Teachers and students were asked to review the data related to their respective school sites to identify the most common crimes affecting their campus. Students were then tasked to create a 30 second public service announcement video that demonstrates the students speaking out message to students that their voice can make a difference. *When you know about illegal or dangerous activity taking place; tell someone. Your voice might save a life, stop a crime, or get help for someone in need.*

Twenty four (24) PSA videos were submitted during the 18-19 campaign. The submissions were viewed by a judging committee and scored using this PSA Rubric. Last year's submissions can be viewed here: PSA google slide deck. Two videos were selected to be honored: Getting the Help You Need from SD High School and Surface Tension from Point Loma High School.

Timeline:

The campaign begins in October 1, 2019 Students will have from **October 2019 to January 31, 2020** to create a 30 sec. PSA video.

Video Submission:

Videos must be submitted before midnight (12:00AM PST) January 31, 2020 via email to Katherine Aud kaud@sandi.net. The videos can be submitted as an mp4 attachment or by a link to a file sharing site (google, dropbox, etc). The videos also need to include both the Students Speaking Out Logo, the P3 App Logo, and the SD Crime Stoppers phone number (**888-580-8477).** For questions or technical issues, please contact Katherine Aud (619) 725-7329.

Winning Selection:

All video submissions will be featured on our San Diego Unified Website. From the videos submitted, one video will be selected to be honored at the annual San Diego County Crime Stoppers Enough is Enough Luncheon. Students, along with the video production teacher, and site administrator will be invited to attend the luncheon and have their video debuted to all San Diego County Law Enforcement Agencies in attendance.

Prize:

The winning video will be aired on Cox Communications during August/September 2020. The selected video's school will receive a $2,500.00 donation from San Diego County Credit Union for the video production program.

Resources:

- Students Speaking Out Website
  www.studentsspeakingout.org
- SD Crime Stoppers Website
  https://www.sdcrimestoppers.org
- P3 Anonymous Tip App (Download from App Store or Google Play)
- Speak Out Against Posters   Bullying   Crime   Drugs & Violence
- San Diego Unified School Police Department - Campus Police Officers
  https://www.sandiegounified.org/students-speaking-out