

Make a Video

Your Topic



Firestone Complete Auto Care® and Meals on Wheels® have partnered to increase the awareness of senior hunger in America. Your video must address some aspect of this national issue and be developed around a holiday timeframe, where family, friends and food are highlighted. Some presence of Firestone Complete Auto Care and Meals on Wheels can be utilized. However, this is NOT a requirement. The film should be more of a dramatic, compelling and emotional piece that causes the viewer to react, take action and respond. It should end with a compelling message that leaves the viewer with an indelible message regarding this serious issue. Examples of messages from other consumer brands are “You Can Shine”, “Just Do It”, “You Can Make a Difference”, etc. We would be looking for something similar that can express the subject of the video, Meals on Wheels and Firestone Complete Auto Care

The end result of the video should cause viewers to any of the following actions:

- Immediately forward to family and friends
- Post it to their Social Networks and Blogs
- Take action by volunteering
- Make a Donation to Meals on Wheels
- Reposition Firestone Complete Auto Care as a caring company.

Think about the most effective way to present it. After you know how you’re positioning your video, you’re ready to move on to planning and scripting.

Planning Your Shoot

Step 1

First you need a script.

Write down what you want your characters and/or narrator to say. Then describe the visuals within each shot, including camera angles. Also include any music you plan to use (be sure that you are not using anything with a copyright). Make sure your script is detailed enough so you can plan each shot — but don't get bogged down in too many details.

Step 2

Scout your locations.

Think about where you'll shoot each scene. Consider which locations will make the best visuals. Which are most "do-able?" Which might require getting special permission to shoot? Are they places where you can work safely?

Step 3



Develop a storyboard.

A storyboard is simply a visual of what each scene will look like. The visuals can be as simple as a rough pencil sketch — just enough to give you the basic idea. In general, you should have one storyboarded frame for each scene or each time the camera angle or background changes.

Step 4

Create a schedule.

Chart out the time you'll spend shooting and editing. Then — stick to the schedule!

Step 5

Get permission.

If you plan to shoot your video on someone's private property, you'll need written permission. Anyone who appears on camera and can be recognized in any manner will need to sign a [Talent Release Form](#). If they're under 18, their parents or legal guardians will also need to sign the form.

Contest Guidelines

Official Contest Rules

THE BRIDGESTONE RETAIL OPERATIONS, LLC (SPONSOR) "TOGETHER FOR LIFE" CONTEST IS OFFERED ONLY IN THE 50 UNITED STATES AND DISTRICT OF COLUMBIA TO PROMOTE ITS ONGOING COMMITMENT TO ENDING SENIOR HUNGER. CONTEST BEGINS 9/25/09 AND ENDS 11/07/09 ("CONTEST PERIOD").

Contest is open to legal permanent residents of the 50 United States and District of Columbia, ages 16 through 21. Entrants must possess a valid driver's license and be enrolled as full-time students in an accredited secondary, college/university level or trade school. Contest is void where prohibited.

Entry in the Contest is available only at <http://www.TogetherForLife.com>. (**NOTE: This site will NOT be available until October 26, 2009**). Entrants must submit an original video 60 seconds to 120 seconds in length on issues or topics relating to senior hunger. The video should be a dramatic, compelling and emotional piece that tells a story, which causes the viewer to react, take action and respond. It should end with a compelling message that leaves the viewer with an indelible message regarding this serious issue. Examples of messages from other consumer brands are "You Can Shine", "Just Do It", "You Can Make a Difference", etc. We would be looking for something similar that can express the subject of the video, Meals on Wheels and Firestone Complete Auto Care.

It may not contain any work (in whole or in part) which is the subject of a copyright or infringes the intellectual property rights of any third party. **Video must be the original work of the entrant.**

To enter, access the Web site during the Contest Period, complete the official entry form and submit it and the video as directed. Entry must be submitted no later than 11:59 PM Eastern Time on 11/07/09. Entries become the property of Sponsor and will be neither acknowledged nor returned.

Qualified individuals will judge video entries on the basis of concept/idea (25%); effectiveness of the message (50%); and creativity (25%). The judges will select ten (10) finalists, which will then be posted on the Web site, the MySpace profile, the Face Book profile, YouTube profile and other relevant sites. The top 10 videos will be available for voting by the public on the TogetherForLife.com and FirestoneCompleteAutoCare.com websites to determine the three (3) scholarship winners. Voting will be open to the public beginning 11/13/09 and ending at 11:59 PM Eastern Time on 11/20/09. Voting will be restricted to those individuals who are 16 years of age or older. **There will be a limit of one vote per person or email address.** In the event of a tie in the original judging or the on-line voting, the tied videos will be re-judged by qualified individuals on the basis of creativity (50%) and expression of the ideas discussed in the video (50%). Names of entrants will not be disclosed to judges.

Each of the ten (10) finalists will receive a set of Bridgestone- or Firestone-brand tires, each set having a maximum retail value of \$1000. Prize includes installation at a Firestone Complete Auto Care near finalist's residence which must take place within twelve (12) months of notification of prize award. The three (3) finalists with the highest scores, as determined by the on-line voting, each will receive a scholarship. 1st Prize will receive a \$15,000 scholarship; 2nd Prize will receive a \$10,000 scholarship; and, 3rd Prize will receive a

\$7,500 scholarship. The scholarship will be awarded in the form of a check payable to an accredited university, college (regular, junior or community) or trade school at which the winner is enrolled as a full-time student. Should a winner not yet be enrolled in any school at the time of prize notification, the scholarship will be available for up to two (2) years from date of prize notification; and if not used after such time, the award will be forfeited. Scholarship payment will be applied to tuition; and any balance remaining may be used for other valid school charges. In the event a winner leaves a school and is entitled to a cash refund for all or any part of the scholarship payment, at sole discretion of Sponsor, refund payment shall be made to Sponsor or to an eligible school to which winner has transferred. In addition to the scholarships, the Sponsor reserves the right at its sole discretion to award each of the three (3) finalists with the highest scores a trip for two to Bridgestone Retail Operations, LLC's Annual Sales Meeting at Disney World in February 2010. Trip consists of round coach air travel from major airport nearest finalist's residence, two night hotel accommodations (double room), \$150 for ground travel, meals and other expenses. (Approximate Retail Value \$1750 but actual value will depend upon residence of finalist and time of travel.) Finalists may also be required to participate in radio and television talk show interviews that become available. (Note: If finalist is not of the legal age of majority (a "minor"), travel guest must be finalist's parent or legal guardian.) Travel guest must complete and sign a liability release (the "Liability Release") prior to issuance of travel documents. If Travel guest is a minor, the Liability Release must be ratified and signed by minor's parent or legal guardian. **Should the trips not be awarded, the three finalists shall not be entitled to any cash or other compensation in lieu thereof.**

Prizes may not be transferred. No cash or other substitution may be given for a prize except Sponsor reserves the right in its sole discretion to make a substitution, in whole or in part, for a prize of comparable or greater value. Winners are responsible for all taxes on a prize and any expenses not specified relating to the acceptance and use of a prize. An IRS Form 1099 will be issued to winners where applicable. Determination as to whether a school is properly accredited and/or a winner is properly enrolled in a school shall be made by Sponsor in its sole discretion; and winners will be responsible for promptly providing any documentation relating thereto requested by Sponsor. Sponsor reserves the right to contact school directly. Finalists and guests receiving a trip to Disney World must travel on same itinerary and on dates and times approved by Sponsor.

Finalists will be notified by a traceable form of delivery and e-mail or telephone. Each finalist will be required to provide within a specified time period a photocopy of a valid driver's license, evidence satisfactory to Sponsor of enrollment as a student, a completed and signed Affidavit of Eligibility and Liability Release and (except where prohibited) a Publicity Release and, as determined by Sponsor, an assignment or license to Sponsor of all rights of ownership and copyright to the submitted video and a consent for the Sponsor to use the video, in whole or in part and as edited by Sponsor, in all media for educational, commercial and other uses without additional compensation to or prior review by finalist. In addition a separate Talent Release Form (downloaded from the Together for Life Web Site) signed by each individual appearing in the video will be required to be submitted. Failure to return the required documents in a timely way, or the return of any notification as undeliverable for any reason, will cause the entry to be void and an alternate finalist to be selected. If a finalist (or any individual appearing in a video) is under the age of 18 or not of the age of majority in state of residence, all relevant documents must be confirmed, ratified and signed by the parent or legal guardian of the individual signing the document(s).

By participating, entrants (and if under 18 years old or not of the age of majority in state of residence, his or her parent or legal guardian): (a) agree to these official rules and to the decisions of the judges and the Sponsor and its agents in all matters, including the voting process, relating to the contest, which decisions shall be final in all respects; (b) release, indemnify and hold harmless Bridgestone Retail Operations, LLC, its parent and affiliated companies and employees, from any and all claims, liabilities, losses or damages of any kind whatsoever, including but not limited to the infringement of intellectual property rights of others, resulting in whole or in part from their participation in the contest and the acceptance and use of the prize; (c) if a winner, consent (except where prohibited by law) to the use of their name, likeness and location for advertising and publicity purposes by Sponsor, in its sole discretion, of its products; and (d) represent that the video submitted is their sole and original work and does not infringe the intellectual property right of any other party. Participants agree that Sponsor and its agents are not responsible for late, lost or misdirected entries or mail, or for error, omission, interruption, deletion, defect, delay in transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure of Sponsor and its agents to receive entries for any reason whatsoever or for any errors, mishaps or problems, regardless of the cause, in the voting process. In the event Sponsor determines that the integrity of the Contest has been impaired or corrupted for any reason and as a result cannot be offered or completed as planned, Sponsor reserves the right in its sole discretion to cancel or terminate the contest and to select winners from among eligible entrants legitimately received prior to the event causing cancellation or termination; and notice of cancellation will be posted at <http://www.TogetherForLife.com>. Should the Sponsor and judges, in their sole discretion, determine that there are insufficient entries worthy of being selected as a finalist; they reserve the right to select less than ten (10) finalists. The Contest shall be governed by and interpreted under the laws of the State of Illinois; and any legal action concerning the Contest shall be brought only in a state or federal court located in Chicago, Illinois. Dates are subject to change.

Bridgestone Retail Operations, LLC

333 E.Lake Street

Bloomington, IL 60108

630-259-9000

Talent Release Form

I hereby give Bridgestone Retail Operations, LLC, their legal representatives or assigns, and those acting under their permission the absolute right and permission to copyright, publish, exhibit, display, or print, and publish in advertising or for other lawful purposes all photographs, motion pictures, videos, photographic negative, or prints wherein I have acted as a model or appeared in any manner, in which I may be included in whole or in part, made through any media, now know or later developed without inspection or approval of the finished product or use to which it may be applied. The permission granted herein is perpetual and worldwide. I understand that there will be no restrictions on the number of times that my likeness may be used. I further understand that I am to receive no compensation from Bridgestone Retail Operations, LLC for the use of my likeness. I acknowledge that I have no interest in, or ownership of, the copyright to any media wherein my likeness appears.

I further release Bridgestone Retail Operations, LLC, their assigns, agents or licensees from any liability for what I might deem misrepresentation of me by virtue of editing, alterations, optical illusion or faulty mechanical reproduction.

I am over eighteen years of age and have read the above authorization and release prior to its execution (If under eighteen, parent's signature is required).

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Date of Birth _____

Signature _____ Date _____

On behalf of my child, named above, I hereby confirm and ratify this Talent Release Form.

Parent Signature _____ Date _____

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Bridgestone Retail Operations, LLC

333 E. Lake Street

Bloomington, Illinois 630-259-9000

Win a Scholarship

What You Can Win - Fabulous Prizes!



Money for College

Three Grand Prize winners will receive one of the following college scholarships:

- First Prize: \$15,000
- Second Prize: \$10,000
- Third Prize: \$7,500

You're on TV!

Well, at least your video could be. The winning videos could air as public service announcements on television stations nationwide.

A New Set of Tires

The 10 top filmmakers will receive a new set of Bridgestone- or Firestone-brand tires.

Why Are We Doing This?

Simple: We all have family. But some of our country's elderly aren't that fortunate. As they age, having the basic resources and ability to purchase and prepare nutritious meals becomes increasingly difficult. At Firestone Complete Auto Care, we see hunger among seniors to be a serious and growing issue and want to help. Our partnership with the Meals On Wheels organization and the sponsorship of this contest are ways we can help. Hunger among the people that helped build our country is everyone's business. And, we are committed to making a difference for all of us!

Hunger is a serious threat facing millions of seniors in the United States and understanding it is a critical first step to developing strategies to eliminate. One in Nine Seniors are at risk of going hungry. Click on the following video to learn more about this growing problem in America:

http://www.youtube.com/watch?v=LrPooxF6neY&feature=player_embedded