



## **VIRTUE VIDEO CONTEST**

**SERVES:  
FRIENDS**

**TIME:  
ANYTIME**

### **PRESENTING THE NEED TO MY TEAM**

- Are people today affected by what they see on TV, in the movies and on YouTube or Facebook? What kind of messages do we learn?
- Do others or even ourselves try to mimic what we see on the screen?
- Do we elevate the people we watch to idols and heroes?
- Saint Pope John Paul II always spoke of how much good the media can do.
- What does it seem to promote today? (Many times they promote vice rather than virtue.)
- Can we use video and social media to share a better message? Jesus wants the media to promote his messages and to be used for good.
- Are there any other Conquest teams in the area that are making videos too and want to compete with us?



### **"JESUS WANTS THE MEDIA TO PROMOTE HIS MESSAGES"**

#### **OUR CALL TO SERVE**

Jesus wants the media to promote his Gospel and you can help him spread it to all people. Let us put Christian values in the spotlight by making our own Virtue Video to share on social media! We can make them a bit funny and wacky too for a laugh! Will they go "VIRAL"?

## **PROJECT OVERVIEW**

# PROJECT OVERVIEW

WEEK	STEPS	QUESTION OF THE WEEK
1	<p><b>Video clips:</b> The first night it would be good to show a few YouTube video clips of others who have made some basic or even professional quality virtue videos. You can find a few listed in the appendices.</p> <p><b>Plan Ahead:</b> Organize the date for the final showing (this may be in conjunction with other groups in the area or to show it to the FS or JR programs in your parish)</p> <p><b>Think of a Theme:</b> Each team or squad decides upon a general theme. It can be a skit, a music video, or a documentary (staged or un-staged).</p> <p><b>Equip:</b> Each squad needs to obtain a device to record video – a smart phone or tablet is ideal. They will also need a computer to edit using basic software. Put a dad or two in charge of this.</p>	
2	<p><b>Plan / Write:</b> You need to decide on a final theme and begin writing a basic outline or storyboard. Ensure it has a virtue theme!</p> <p><b>Script:</b> Begin developing a script then based upon the outline. Have one of the creative boys on each squad take it home to write this week.</p>	
3	<p><b>Rehearse:</b> The boys finish up their script and begin rehearsing their video shots.</p>	
4	<p><b>Shoot:</b> Begin shooting this week. Boys need to bring their own props/gear.</p>	

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WEEK	STEPS	QUESTION OF THE WEEK
5	<b>Lights, Camera, Action!</b> The boys need ample time to continue to film this week and next. Make sure they are sticking to their theme and virtue message they ultimately want to get across. They can be easily distracted and get off topic.	
6	<b>Final Shots:</b> This week the boys should wrap up filming and begin the editing phase. <b>Promote:</b> Make a flyer to invite parents, siblings, friends to the showing on week 8.	
7	<b>Edit:</b> Finish up the editing this week to put the final pieces in place for the complete video. If editing still needs final work, make sure that the video is turned in before the public showing so the Adult leaders can review it first.	
8	<b>Virtue Video Contest!</b> Have a few boys bring snacks/drinks – popcorn is always good! Show the videos and have the audience vote on the one that gets their message across the best. Then share them on social media and see if they go “VIRAL”!	

## PROJECT OVERVIEW

# TACTICS BY AREAS

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## LOCATION

- **The filming:** can be done anywhere, inside or outside based on what is needed to complete the video.
- **Make-shift Movie Theater:** The final viewing is ideally done in a large enough indoor space to seat many. Make sure there are enough chairs to make everyone feel comfortable. You will also need a large white wall to shoot a projector on – or an actual screen. If bringing snacks, make sure to cleanup afterwards.

## PROVISIONS

- **Video cameras:** a digital one is usually best since the pictures can easily be transferred onto a computer and edited with a program that is free with your computer (iMovie or Windows Movie Maker). Smart phones and tablets today usually take great video clips that can be assembled into a longer video.
- **Computer for editing:** You need a computer for editing and saving the final video in a format to play it back. The more powerful the computer the less time you will have to wait around while it “thinks.” Ideally there will be some boys/dads that can help with this process during the week at home, not during club time. There are also smart phone apps where you can actually edit video clips on the phone or tablet.
- **Props and costumes:** it is usually better to keep these simple. If it takes a month to make the costumes and another month for props, the boys lose interest.
- **Projector and Speakers:** You will need to see if a dad or the parish / school has a projector that you can use to hook up to a computer or laptop to play the videos. You can shoot it on a white wall or screen. Don’t forget the sound! This is an important element of videos and the messaging! Crank it up!

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# TACTICS BY AREAS



## RESPONSIBILITIES

- Ensure that everyone has an important role in the production. Not everyone needs to act, although this would be good.
- The cameraman takes the video and the post-production team edits and slices the various film clips together on the computer and adds special effects like titles and credits. Dads should help if they are able.
- One or more boys on each team needs to organize promotion for the final night, and the team needs to help out.
- The boy who is the author / script writer needs to keep the dialogue realistic – so the boys do not need to spend a lot of time memorizing lines.
- Assign someone to invite the parish priest or other leaders to judge the videos on how clear the virtue is presented, how creative it is, and how well the script, acting, and editing is done.
- Assign boys items to bring to the presentation night – such as snacks, etc.

## CONTACTS

- Team members: the team leader needs to be very clear from the beginning of this project or they will end up dispersed by week 4 and be unable to complete the project. Follow the principle of “keep it simple.”
- You should invite primarily family and friends to the final showing but focus a lot on inviting youth: every boy needs to invite his whole class.
- You need to have a flyer to promote it that makes it seem fun and attractive. You need to get others there for them to see the values presented. It can be presented well as by youth for youth.
- Leaders: Invite the parish priest, deacon, youth minister or other leaders to be the actual judges, and perhaps even to give a short talk about communication / media in today’s culture.
- Conquest National Office – Don’t forget to send the videos to the national office to get them on the Conquest YouTube Channel for other groupss to enjoy and to spread the message further!

# PROJECT OVERVIEW



# DEBRIEFING

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## SPECIAL OPS

- Simple stories about virtue or rewording popular songs to have virtuous lyrics are usually the best way to do this. A more elaborate plot, such as a superhero story, would be great if it is pulled off well.
- The more videos involved, the better the show. So try to get all the groups in the local area involved in the showing. You can also break the boys into several small groups to compete. The awards also mean more to the boys then because they are more challenging to obtain.
- To get people, to the final showing it needs to be a fun youth event, not seen as some preachy-church-thing.
- Often boys of older teams can organize the final showing for several teams.
- If you can get local celebrities as judges, it adds weight to the final showing.
- You can also talk to the parish DRE to see if you can show the videos during a CCD class and have the boys present the virtues.
- Make sure to publish on social media (YouTube/Facebook, etc.) and see if it goes “Viral”



## CONTINGENCY PLAN

- Since this is a competition, often teams of older Conquest boys will want to compete; you just have to factor age into judging to make it fair.
- The competition can be more restricted to a certain virtue and/or a certain type of production (skit, music video, etc.).
- “Heart of a Hero” (a video on the life of Blessed José Luis) can also be shown to begin the final showing and judging night. This will set a proper tone. This video is available at [www.YouTube.com/conquestclubs](http://www.YouTube.com/conquestclubs)

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# APPENDICES

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## **APPENDICES:**

Virtue video clip examples can be found on the Conquest YouTube Channel at [www.YouTube.com/ConquestClubs](http://www.YouTube.com/ConquestClubs)

Look for the “VIRTUE VIDEO EXAMPLES” PLAYLIST

Responsibility

Conviction

Determination

Obedience

Peace

Respect

“Heart of a Hero” – the short film on the life of Blessed Jose Luis Sanchez Del Rio – boy martyr during the Cristero war in Mexico can be found on the Conquest Clubs YouTube page as well. This is a perfect short video to show on the presentation night to families and friends.

You can find simple trophies or medals for awards at [www.crownawards.com](http://www.crownawards.com)

## **PROJECT NOTES:**

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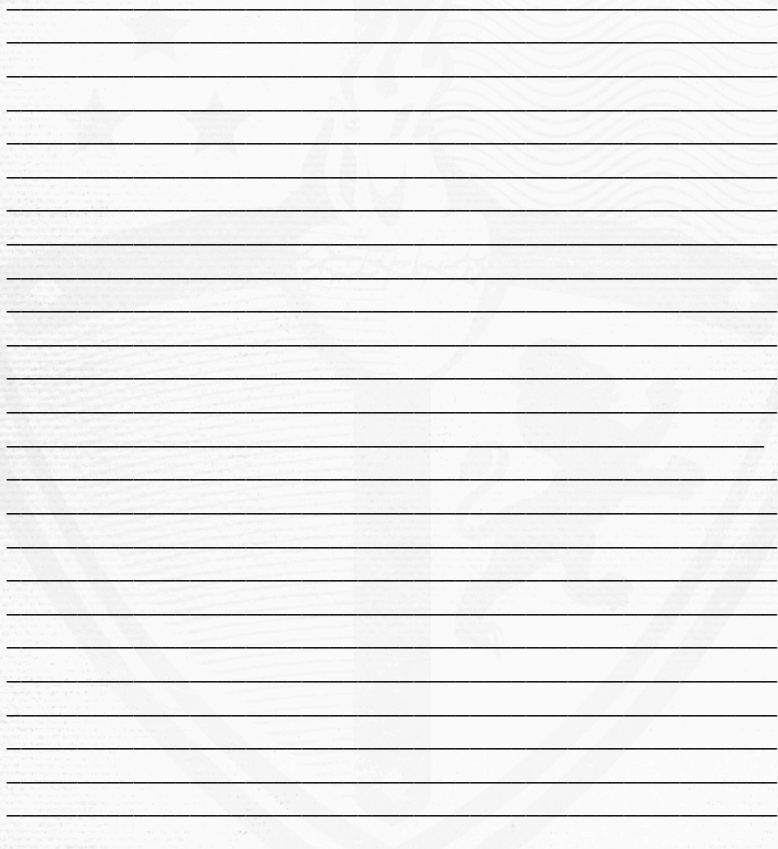
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