



2017 Iowa High School Radon Video Contest

Official Information Sheet

Contest Details

The American Lung Association in Iowa (ALAIA), American Lung Association of the Upper Midwest (ALAUM) and the Iowa Department of Public Health (IDPH) in partnership with the U.S. Environmental Protection Agency, Region 7 and the Iowa Radon Coalition (IRC) have developed the Iowa Radon Video Contest to raise awareness about the dangers of radon gas. Radon is a colorless, odorless, tasteless, radioactive gas that causes lung cancer. The Surgeon General considers radon the second leading cause of lung cancer in the United States, and the leading cause of lung cancer among non-smokers. As one hundred percent of Iowa counties are considered at high risk, this contest aims to provide an opportunity for educating Iowa youth and the general public.

This statewide Radon Video Contest increases awareness by asking Iowa high school students and classes to create a 1 minute PSA/commercial style video encouraging Illinois residents to test their homes. Videos are to be submitted via YouTube, and will not be considered complete until ALL release and entry forms have been received by the ALAUM by **March 9, 2017**. The top ten videos will earn the following monetary prizes:

- 1st Place: \$800 plus \$300 for the school
- 2nd Place: \$600 plus \$200 for the school
- 3rd Place: \$400 plus \$100 for the school
- Honorable Mention (2): \$250 per video

Judges will select a group of videos that will be entered into a Most Views (Marketing & Outreach) contest with a \$300 prize. Details for this contest will be sent directly to video contacts.

NOTE: Each high school is only eligible for one monetary prize. For example, if students from high school A win both 1st and 2nd place, the high school may only claim the highest monetary prize (\$300 total), but the students would still be eligible for their monetary prize of \$800 and \$600. A video placing in the top 3 or receiving honorable mention may also receive the “Most Views”

Radon Message Development

Information on the basics of radon, radon testing, and mitigation can be found at the following websites:

- www.healthhouse.org/radon/ia.cfm
- www.idph.iowa.gov/radon
- www.epa.gov/radon

Rules and Guidelines

- Participating schools must be certified by the Iowa State Board of Education.
- All students involved in video creation must be currently enrolled at the high school supporting the project.
- Videos should be no longer than 60 seconds. Submissions longer than 60 seconds will not be judged. Credits/acknowledgments are NOT considered part of the 60 second time limit. Videos containing such sections may have ONLY this section run longer than 60 seconds.
- Videos should be themed around promoting public awareness of radon gas risks and home testing. As these videos could be used for informational purposes, accuracy is imperative. Videos containing inaccurate facts, figures, or general information WILL NOT be eligible for judging.
- Videos must be submitted following the 4 steps provided. Videos will only be accepted by other means if there is e-mail confirmation from ALAUM staff that it is an acceptable alternative.
- Videos must be an original creation. Submissions infringing upon copyright or third party rights will not be judged.
- Videos shall not contain violence, profanity, or direct attacks on individuals or organizations. Submissions having content deemed inappropriate or offensive by these or any other means will not be judged.
- Entrants must complete and return a copy of the contest entry form and provide valid contact information.
- Videos must be submitted by **March 9, 2017 at 5pm.**
- By entering the contest, entrants grant ALAUM, IDPH, and USEPA Region 7, and IRC permission to copy, distribute, modify, and display their video for judging and promotional purposes.
- Copies of video/photography release forms signed by each person appearing or heard in the video must be submitted to the ALAUM before video will be judged. If release forms are not received, then video will not be eligible for judging. The release form is available at www.healthhouse.org/radon/ia_vidcontest.cfm
- Winning video will be announced in April 2017.
- Some helpful tips are available at www.healthhouse.org/radon/ia_vidcontest.cfm

Judging & Prizes

Videos will be judged and ranked by a select state panel including members of sponsoring and partnering organizations as well as other Illinois radon leaders. Judging criteria includes:

- Video follows the rules and guidelines
- Accuracy of message in video
- Creativity of the video
- Overall quality of the video
- Video content
- Originality of the video

A prize will be awarded to the first, second, and third place video AND school as determined by the panel. Two additional honorable mention prizes of \$250 will be awarded. The student/group responsible for the first place video will receive \$800 plus an additional \$300 for the school; second place will receive \$600 plus an additional \$200 for the school; and third place will receive \$400 with an additional \$100 for the school. Schools may enter as many videos as they wish. HOWEVER, each school is only eligible for one monetary prize. For example, if different students/groups from school A win both first and second places, those students are eligible for the prize money, but the school can only win one monetary prize (i.e. school A would only receive the \$300 monetary prize). All videos are eligible for the Most Views contest, even if they have already won a prize.

Getting Started

Follow these 4 simple steps to enter the 2017 Iowa Radon Video Contest

1. Get the Details

Preview rules and guidelines, judging information, and radon links to aid in message development at www.healthhouse.org/radon/ia_vidcontest.cfm

2. Make your Video

Creativity and originality are highly encouraged as long as the video promotes radon risk awareness and home testing. The following list of resources will aid in video development

(www.youtube.com/t/creators_corner) (<http://www.bbc.co.uk/films/oneminutemovies/howto/>). Videos **MUST** be uploaded to YouTube and **MUST NOT** exceed 20MB.

3. Post your Video to YouTube

- Log into YouTube. If you do not already have an account, create one. Then upload your video to your account.
- Videos must be added by the administrator before being visible on the ALAUM Environment YouTube Channel (www.youtube.com/user/ALAUMEnvironment). Videos will not be made viewable until release forms for each participant have been received by the ALAIL office. If your video is not visible 7 business days after submitting release forms, contact Stephanie Huber at (217) 718-6692.

4. Submit forms

- **Entry Form:** 1 per group. Type in the fillable pdf and save.
- **Photo & Video Release Forms:** 1 per participant. Must be printed out and signed (no e-signatures). Scan or take a picture of the form if you intend to submit it electronically.
- **Forms must be submitted via e-mail or regular mail to the addresses below by March 9, 2017.**
 - E-mail: Stephanie.Huber@lung.org
 - Regular mail: American Lung Association of the Upper Midwest
Attn: Stephanie Huber
3000 Kelly Lane
Springfield, IL 62711

Questions?

For any additional questions or inquiries about the contest, please contact Stephanie Huber at (217) 718-6692 or Stephanie.Huber@lung.org.



In Partnership With
U.S. Environmental Protection Agency,
Region 7
Iowa Radon Coalition

