

# 2012 ILLINOIS HIGH SCHOOL RADON VIDEO CONTEST

## OFFICIAL INFORMATION SHEET

### CONTEST DETAILS

The American Lung Association in Illinois (ALA-IL) and Illinois Emergency Management Agency Radon Program (IEMA) along with Ecology Action Center, Respiratory Health Association of Metropolitan Chicago, and the U.S. Environmental Protection Agency Region 5 want to spread the word about the dangers of radon gas. Radon is a colorless, odorless, tasteless, radioactive gas that causes lung cancer. The Surgeon General lists radon as the second leading cause of lung cancer in the United States, and it is also the leading cause of lung cancer among non-smokers. Fifty percent of Illinois counties are considered at high risk and we are seeking new and creative methods of informing the public.

To increase radon awareness, we are hosting a statewide radon video contest. We are calling on Illinois high school students and classes to create a 1 minute Public Service Announcement (PSA)/commercial style video that will increase public awareness of radon gas and encourage people to test their homes. Videos are to be submitted via YouTube, and must be designated into one of the following three categories on the entry form: comedy, musical, or drama. Submissions will not be considered complete until release forms and an entry form signed by a school representative have been received by the ALA-IL. A first, second, and third place prize will be awarded within each category. Students creating the first place video in each category will receive \$750; second place will receive \$500; and third place will receive \$250.

### CONTEST CALENDAR

Contest launched – December 2011  
Video's due to ALA-IL – March 5, 2012  
Judging Event – March 2012  
Awards Announced – April 2012

### RULES & GUIDELINES

- Participating schools must be certified by the Illinois 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 1 minute (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.
- Videos must be submitted into one of the three eligible categories: comedy, musical, or drama. Intended category must be declared on registration form, or entry will be considered in-complete.
- Videos must be submitted following the 4 steps provided. Videos will only be accepted by other means if there is e-mail confirmation from ALA-IL 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 Monday March 5, 2012 at 5pm.

- By entering the contest, entrants grant ALA-IL, IEMA, and USEPA Region 5 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 ALA-IL 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/il\\_vidcontest.cfm](http://www.healthhouse.org/radon/il_vidcontest.cfm).
- Winning video will be announced in April 2012.

## **RADON MESSAGE DEVELOPMENT**

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

- [www.healthhouse.org/radon/il\\_resources.cfm](http://www.healthhouse.org/radon/il_resources.cfm)
- [www.radon.illinois.gov/](http://www.radon.illinois.gov/)
- [www.epa.gov/radon/index.html](http://www.epa.gov/radon/index.html)
- [takeactiononradon.illinois.edu/](http://takeactiononradon.illinois.edu/)

**IMPORTANT NOTE:** As these videos could be used for informational purposes, accuracy is imperative. **Videos containing inaccurate facts or figures WILL NOT be eligible for judging.**

## **JUDGING & PRIZES**

Videos in each category 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 set for the contest
- Creativity of the video
- Originality of the video
- Overall quality of the video
- Video content
- Accuracy of message in video

A prize will be awarded to the first, second, and third place video within each category as determined by the panel. The student/ group creating the first place video in each category will receive \$750; second place will receive \$500; and third place will receive \$250. Schools may enter as many videos as they wish and may enter videos into all three categories. **HOWEVER**, video submissions from the same school will not be allowed to receive the same prize award in two different categories (i.e. John Adams High School will not be allowed to receive 1st place in both the comedy and musical categories, but 1st place in comedy and 2nd place in musical would be allowed). Categories will be judged in the following order: 1. Drama, 2. Comedy, and 3. Musical.

## **GETTING STARTED**

Follow these 4 simple steps to enter the 2012 Illinois Radon Video Contest:

### **1. Get the Details**

See Rules and Guidelines, Judging Information, and Radon Links to Aid in Message Development at [www.healthhouse.org/radon/il\\_vidcontest.cfm](http://www.healthhouse.org/radon/il_vidcontest.cfm)

### **2. Make your Video**

Videos should be created to fit into one of the three categories: comedy, musical, or drama. Creativity is highly encouraged as long as video promotes radon gas risk awareness, home testing, and are original. A couple of good resources on how to make videos include:

- YouTube Help ([www.youtube.com/t/creators\\_corner](http://www.youtube.com/t/creators_corner))
- BBC One Minute Video ([www.bbc.co.uk/films/oneminutemovies/howto/](http://www.bbc.co.uk/films/oneminutemovies/howto/))

For easier submission and judging, videos must also:

- Be submitted as a QuickTime/MOV, WMV, MPEG, AVI , or Flash video file sent through the YouTube page
- Not exceed 20MB

### 3: Post Your Video to YouTube

1. Log into YouTube. If you do not already have an account it only takes a few minutes to create one. Then upload your video to your account.
2. Now go to the ILRadonVideoContest YouTube Channel ([www.youtube.com/user/ILRadonVideoContest](http://www.youtube.com/user/ILRadonVideoContest)).
3. Click the “Add as Friend” link next to the picture of the contest logo.
4. Then click the “Send Message” link also next to the contest logo picture. Send a message to ILRadonVideoContest with the subject 2012 Video Contest Entry and at the bottom choose your video under the drop down menu labeled “Attach Video”. Then select “Send Message”.
5. Videos must be added by the administrator before being visible on main page. Videos will not be made viewable on the main page until release forms for each participant have been received by the ALA-IL office. If your video is not visible 7 business days after submitting release forms, contact Melinda Lewis at 217-787-5864.

### 4. Submit Forms

Video submissions are not complete until release forms and an entry form is completed and received by the American Lung Association in Illinois. Both entry and release forms can be accessed at: [www.healthhouse.org/radon/il\\_vidcontest.cfm](http://www.healthhouse.org/radon/il_vidcontest.cfm). The mailing address is provided on the form.

## QUESTIONS?

For assistance with any additional questions or inquiries about the contest, please contact Melinda Lewis at the American Lung Association in Illinois through [Melinda.Lewis@lungil.org](mailto:Melinda.Lewis@lungil.org) or (217) 787-5864.

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Ecology Action Center  
Respiratory Health Association of Metropolitan Chicago  
U.S. Environmental Protection Agency Region 5