

VIDEO CONTEST

OFFICIAL RULES

Section A: Registration

Participants must be at least thirteen (13) years of age and also be students enrolled in 9th, 10th, 11th or 12th grade at a public, private, religious, or home school. **Participants must live in Sullivan County.** Eligible students can either work alone or in a group.

Registration is required, and the Registration Form is available on Public Health Services' page on the Sullivan County government website (co.sullivan.ny.us), at the Gladys Olmsted Public Health Services Building on Community Lane in Liberty or via email at wendy.brown@co.sullivan.ny.us.

Information required on the Registration Form includes each participant's full name, home phone number, email address, date of birth, school grade, school name and parent/legal guardian's name & email address. This information will not be shared beyond County personnel directly involved in the contest. Failure to provide all requested information may result in disqualification.

Section B: Submission

Upon successful registration, participants will be notified by email of the web address where they can submit their video. They will be issued a unique login ID and password, which is only to be shared with their teammates (if any) and their parents/legal guardians.

Videos must be at least 30 seconds long but no longer than 60 seconds, and must be submitted in a standard digital video format. Spoken and written languages appearing in the video should be in English and/or Spanish.

All submissions are due by 5 p.m. on March 20, 2018. Late submissions will not be considered.

Limit one (1) entry per participant or group of participants. Entries will be judged according to the process and criteria set forth in these Official Rules, and all entries become the property of Sullivan County upon submittal.

Participants are not required to appear in their videos, nor do the videos have to include people in them (images, voices, likenesses, names). However, if a video does include people, the participants must obtain written permission from each person (and if a minor, his/her parent/legal guardian). The County of Sullivan's publicity permission form can be found below.

Section C: Suggested Themes

- The impact of opioids on body and brain
- In memory of
- Advocacy
- Awareness
- Inform
- Educate

Students are asked to find a message that would resonate with their peers. The County is seeking a Public Service Announcement (PSA) directed to local youth to get them to think twice about making bad decisions with prescription opioids, heroin or street drugs.

Section D: What's Prohibited

Graphic drug use should not be shown.
Do not include any brand names, trademarks or logos.
The hiring of any media company to assist in the making of this video is not permitted.
Entrants must not engage in any violent, dangerous, or illegal behavior in the creation of their videos.

The County of Sullivan reserves the right to disqualify any entry at any time which, in the County's opinion, [a] is deemed to be immoral, obscene, profane, defamatory or not in keeping with the County's image and goals; [b] contains dangerous conduct, stunts or tricks that could lead to physical injury or property damage; [c] endangers the safety or well-being of any person; [d] violates any law or regulation; [e] violates or infringes (or may infringe) on any copyright, trademark, logo or other proprietary right of any person living or deceased; [f] invades the privacy or publicity rights of any person, living or deceased; or [g] is otherwise in violation of these Official Rules.

Section E: Judging Criteria

- Content (how well the video presents the dangers of opioid abuse) - 40% of score
- Creativity - 30% of score
- Persuasiveness/Effective Communication - 30% of score

County staff will serve as judges, and their determination will be final. The highest scoring entry will be deemed the First Place winning entry and will be publicly recognized as such. The second highest-scoring entry will be deemed the Second Place winning entry, the third highest-scoring entry will be deemed the Third Place winning entry, and so forth. Public Health Services will have sole discretion whether to use any submitted entries as PSAs for Sullivan County, including on the County's social media channels and with professional media.

The top three winners will be notified via email by **March 30, 2018** and will be recognized publicly with a non-monetary award at the monthly Sullivan County Legislature meeting in April.

PLEASE USE THE FOLLOWING PUBLICITY PERMISSION FORM IF YOU OR ANY OTHER PERSON APPEAR IN THE SUBMITTED VIDEO...



Photograph and Publicity Release Form

I, _____, give my permission to use my name, likeness, image, voice, and/or appearance as such may be embodied in any pictures, photos, video recordings, audiotapes, digital images, and the like, taken or made on behalf of the County of Sullivan, New York, United States of America.

I agree that the County of Sullivan maintains ownership of such pictures, etc., including the copyright, and may use them for any purpose consistent with County of Sullivan governmental activities. These uses include (but are not limited to) illustrations, bulletins, exhibitions, videotapes, reprints, reproductions, publications, advertisements, and any promotional or educational materials in any medium now known or later developed, including the Internet.

I acknowledge that I will not receive any compensation or other consideration for the use of such pictures, etc., and hereby release the County of Sullivan and its agents and assigns from any and all claims which arise out of or are in any way connected with such use.

I or my parent/legal guardian have read and understood this consent and release.

I give my consent to the County of Sullivan to use my name and likeness in the above-described manner.

Signature

Date

Parent/Legal Guardian (if under age 18)

Date