

SmokeFree Philly Video Contest

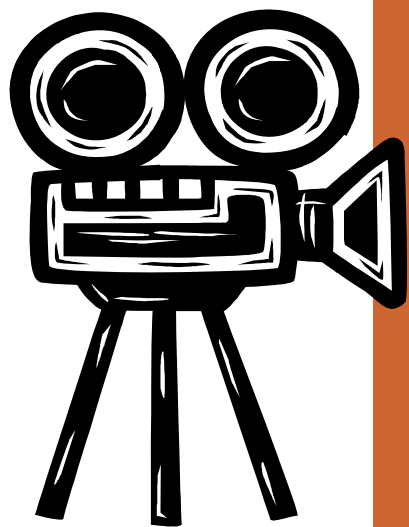


Undergraduate & Graduate Students!

Enter the **SmokeFree Philly Video Contest** for a chance to win **\$1000** while raising awareness about tobacco policy & control in Philly!

The winning video will also be featured on a local broadcasting outlet!

Entry Deadline is October 26th, 2011



Contest Details:

The SmokeFree Philly Video Contest is open to current full-time and part-time students in colleges and universities in Philadelphia.

\$1000, \$500 and \$250 will be awarded to videos ranked first, second and third.

The winning video will also be featured on a local broadcasting outlet.

For more information and contest guidelines:

www.smokefreephilly.org

www.cleanair.org

215-685-5623

215-567-4004, ext. 116



SmokeFree Philly Video Contest Guidelines

The Smoke-Free Philly Video Contest gives college students the unique opportunity to showcase their talent and skills as film-makers while highlighting an important public health concern in Philadelphia – smoking.

Video Contest participants must meet the following requirements:

- Current Full-time or Part-time college students
- Enrolled in a college or university located in Philadelphia
- 18 years of age or older

Video Specifications:

- The video must be 60 to 90 seconds in length.
- Maximum of one (1) video submission per person.
- Video can be live-action, animation or a combination of different formats.
- You must be the sole owner of the submission, and all rights thereto.
- The submission must be unique and original and not a copy, derivative, or compilation of any existing published or unpublished work.
- You must obtain any required performance rights licenses, clearances and/or permissions.
- The submission must not infringe upon or violate any proprietary right (including, but not limited to, patent, copyright, trademark, service mark and trade secret).
- Video content must promote messages about tobacco control, policy and awareness. (Please see **Tobacco Fact & Figure Sheet** for further details)
- Any or all tobacco product(s) may be targeted in the video; but, **no brand names should be used.**
- The video can be in any language. But if the video is in any language other than English, it must include English subtitles.
- Written permission must be obtained to use the name, voice, image, or likeness of any person that appears in the video.
- Videos will not be considered if they include the following:
 - Profane language, violence, sexually explicit content, promotion of bigotry, racism or hatred or harm against any group or individual based on race, sex, religion, nationality, disability, gender identity, sexual orientation or age.
- Completed videos must be saved on DVD and then submitted. DVDs must be labeled with first, last name of the contest participant and the name of the college or university.

How to Enter:

If you intend to enter the contest, please complete the registration form and submit to the address below by **close of business (5:00pm) on Friday, September 29th 2011.**

Completed videos should be saved on DVD and then submitted. No other format will be accepted. Write your full name and the college or university you attend on the DVD. Along with the DVD, include a signed and dated copy of the **Submission Agreement** and submit to:

Clean Air Council
135 S. 19th Street, #300
Philadelphia, PA 19103

Video Submission Deadline: Wednesday, October 26, 2011 by close of business (5:00pm). No videos will be accepted after the deadline.

Disclaimer: The Tobacco Policy and Control Program, City of Philadelphia and the Clean Air Council are not responsible for damaged or lost DVDs.

Judging:

A panel of judges consisting of public health officials and film-makers will judge all video submissions on the following:

- Tobacco-related Content
- Creativity
- Execution

Prizes:

1st prize - \$1000
2nd Prize - \$500
3rd Prize - \$250

The winning video will also be featured on a local broadcasting outlet.

Important Dates:

Start – September 12th, 2011

Registration Form Submission Deadline – September 29th, 2011

Video Submission Deadline – October 26th, 2011

Judging – October 31st – 1st, 2011

Award Ceremony - November 10th, 2011

For more information, please call the Tobacco Policy and Control Program at 215-685-5623 or Clean Air Council at 215-567-4004 ext. 116



SmokeFree Philly Video Contest Registration Form

A registration form must be completed for each person who submits a video in the SmokeFree Philly Video Contest. If you intend to enter the contest, this registration form **must** be submitted by **close of business (5:00pm) on Thursday, September 29, 2011**. This is the only information that the Tobacco Policy and Control Program and the Clean Air Council will have to contact contestants. Video submission deadline is Wednesday, October 26, 2011 by close of business (5:00pm).

Submit registration forms to:

**Clean Air Council
135 S. 19th Street, #300
Philadelphia, PA 19103**

***PLEASE PRINT NEATLY AND COMPLETE ALL THE INFORMATION REQUESTED.**

1. Last Name _____ First Name _____

2. Address _____
Number Street Apt.

_____ *City Zip Code*

3. Phone(_____) _____

4. College/University _____

5. School/Dept./Program _____

6. Undergraduate __ Graduate __

7. Full-time student __ Part-time student __

8. Projected Graduation Date _____

9. Please let us know how you found out about the SmokeFree Philly Video Contest



SmokeFree Philly Video Contest Submission Agreement

Please read this **SmokeFree Philly Video Contest Submission Agreement (“Agreement”)** carefully. Submit a signed and dated copy along with the video to the following address:

Clean Air Council
135 S. 19th Street, #300
Philadelphia, PA 19103

Deadline for submission is **Wednesday, October 26, 2011 by close of business (5:00 pm)**.

By submitting a video and signing this Agreement, I, _____, hereby agree to the following:

- I warrant that I am 18 years of age or older.
- I understand that I am submitting the video to the Tobacco Policy and Control Program of the City of Philadelphia, Department of Public Health and the Clean Air Council, a non-profit organization.
- I grant the City and the Clean Air Council and their successors the right to duplicate and recreate all or a portion of the video and to use the same in perpetuity, throughout the world, in any media and/or manner known or unknown without any compensation to me or any third party regardless of whether the video wins a prize. Further, I acknowledge and agree that all rights in and to all photography and sound recordings hereunder in connection with the submission shall be solely owned in perpetuity jointly by the City, the Clean Air Council, and their successors.
- I grant the Tobacco Policy and Control Program and the Clean Air Council the right to use my first name, last initial, and city/state of residence in connection with any use of the video.
- I warrant that the video I am submitting complies with all copyright laws.
- I warrant that the content of the video is my own original work.
- I acknowledge that I have obtained written consent to use the likeness of every identifiable individual who appears in the video. If any such individual is under the age of 18, written consent to use such individual’s likeness must be obtained from the individual’s parent or legal guardian. I am able to furnish proof of such written consent to the Tobacco Policy and Control Program and the Clean Air Council upon request.

- I agree to indemnify and hold harmless the Tobacco Policy and Control Program, the City of Philadelphia and the Clean Air Council against all claims, causes of action, damages and judgments arising out of or in connection with any and all claims of third parties based on the submission.

I represent and warrant that I am authorized to enter into this Agreement and by doing so, I agree to be bound by and comply with this Agreement as well as the SmokeFree Philly Video Contest Guidelines.

Signature: _____

Date: _____



SmokeFree Philly Video Contest Tobacco Facts & Figures

Tobacco-Related Facts and Figures in Philadelphia

- Philadelphia has the highest adult smoking rate of the 10 largest cities in the United States.
- Since 2000, approximately 25,000 Philadelphians have died from tobacco use.
- Disability and productivity losses attributed to smoking are over \$800 million for Philadelphia.
- Among large cities in the U.S., Philadelphia has one of the highest rates of youth smoking.
- Philadelphia has more tobacco retailers per capita than any other large city, except for Washington, DC.
- Nearly 40% of all tobacco retailers are within one block of a school.
- Over one-third of youth smokers purchase their own cigarettes.
- In Philadelphia, a pack of cigarettes cost between \$5 and \$6, while prices exceed \$8 in Chicago and \$10 in New York City.

Local Resources

SmokeFree Philly – www.smokefreephilly.com, www.facebook.com/smokefreephilly

Philadelphia Department of Public Health – www.phila.gov/health

Clean Air Council – www.cleanair.org

Potential Ideas/Themes for video content

- 1) Public attitude to indoor or outdoor smoking.
- 2) Exposure to secondhand smoke.
- 3) Smoke-free policies on college campuses or work-sites or places of recreation.
- 4) Access to cigarettes and other tobacco products.
- 5) Illegal sales of tobacco to minors.
- 6) Quit Smoking.
- 7) Tobacco pricing.
- 8) Different ways in which tobacco companies entice people to smoke and consume other tobacco products e.g. cigars, chewing tobacco, hookah etc.

