



2021 Illinois High School Radon Video Contest

Official Information Sheet

Contest Details

The American Lung Association (ALA) and Illinois Emergency Management Agency Radon Program (IEMA) in partnership with Respiratory Health Association of Metropolitan Chicago and the U.S. Environmental Protection Agency Region 5, have developed the Illinois Radon Video Contest to raise awareness about the dangers of radon gas. Radon is a colorless, odorless, tasteless, radioactive gas that causes lung cancer. As half of Illinois counties are considered at high risk, this contest aims to provide an opportunity for educating Illinois youth and the general public.

This statewide Radon Video Contest increases awareness by asking Illinois high school students and classes to create a 30 second 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 ALA by **March 12, 2021**. The top ten videos will earn the following monetary prizes:

- 1st Place: \$1000 plus \$300 for the school**
- 2nd Place: \$750 plus \$200 for the school**
- 3rd Place: \$500 plus \$100 for the school**
- Honorable Mention (7): \$250 per video**
- Most Views: \$300**

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 \$1000 and \$750. 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.Lung.org/radon
- www.radon.illinois.gov/
- www.epa.gov/radon/index.html
- <http://takeactiononradon.illinois.edu/>

Rules and 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 30 seconds. Submissions longer than 30 seconds WILL NOT be judged.
- Video must contain radon hotline 1-800-325-1245 and website www.Lung.org/radon within the 30 second time limit.
- No credits or acknowledgments sections.
- 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 email confirmation from ALA 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. This includes all images, music, etc.
- Videos shall not contain violence, profanity, or direct attacks on individuals/organizations. Submissions having content deemed inappropriate or offensive by these or any other means will not be judged.
- Videos must be submitted by **March 12, 2021 at 5pm.**
- By entering the contest, entrants grant ALA, 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 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.Lung.org/radon.
- Some helpful tips are available at www.Lung.org/radon.

Video Specifications

- Video must adhere to specific specifications and rules. These can be found on page 3-7 here: <http://adspecs.ncm.com/content/files/RegionalContentSpec.pdf>

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:

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

A prize will be awarded to the 1st, 2nd, and 3rd place video AND school as determined by the panel. The winning video may appear in local movie theaters on the big screen. Seven additional honorable mention prizes of \$250 will awarded. The student/group responsible for the 1st place video will receive \$1000 plus an additional \$300 for the school; 2nd place will receive \$750 plus an additional \$200 for the school; and 3rd place will receive \$500 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).

How to Enter:

Follow these 4 simple steps to enter the 2021 Illinois Radon Video Contest

1. Get the Details

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

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/>).

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 ALA 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 ALA office. If your video is not visible 7 business days after submitting release forms, email VideoContest@lung.org.

4. Submit forms

- **Entry Form:** 1 per student 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 12, 2021.**
 - E-mail: VideoContest@lung.org
 - Regular mail: American Lung Association
Attn: IL Radon Video Contest
3000 Kelly Lane
Springfield, IL 62711

Questions?

For any additional questions or inquiries about the contest, please email VideoContest@lung.org

