



2019 Illinois High School Radon Video Contest

Promoting Public Awareness and Home Testing

Contest Details

The American Lung Association (ALA) and the Illinois Emergency Management Agency Radon Program (IEMA), in partnership with the U.S. Environmental Protection Agency Region 5 developed the Radon Video Contest to raise awareness about the dangers of radon gas. The Surgeon General considers radon the 2nd leading cause of lung cancer in the U.S., and the leading cause of lung cancer among non-smokers. As 50% of Illinois counties are considered at high risk, this contest provides an opportunity to educate Illinois youth and the general public.

This statewide Radon Video Contest increases awareness by asking Illinois high school students to create a 30 second Public Service Announcement/commercial style video encouraging Illinois residents to test their homes for radon. Videos are to be submitted via YouTube, and will not be considered complete until ALL release forms and entry forms are signed and have been received by the ALA.

Approximately \$4,000 total will be awarded to students and schools through the video contest. The winning video may appear in local theaters on the big screen. Please go to the following link to see the official rules and awards www.Lung.org/Radon.

Contest Calendar

Contest launched – January 2019
Video's due to ALA – March 8, 2019
Judging Event – April 2019
Awards Announced – May 2019

Judging

A select panel consisting of representatives of the sponsoring organizations, as well as other state radon leaders, will judge the submitted video entries. Video with the most views will also receive a marketing and outreach prize!

Rules Guidelines & Forms

For the official rules, guidelines, helpful tips, and to access the forms associated with this contest, please visit <http://www.Lung.org/radon> in early January.

Questions?

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

Getting Started

Follow these 4 simple steps to enter the 2019 Illinois Radon Video Contest:

1. Get the Details

Review 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 video promotes radon risk awareness and home testing. The following list of resources will aid in video development:

- YouTube (www.youtube.com/t/creators_corner)
- BBC (<http://www.bbc.co.uk/films/oneminutemovies/howto/>)

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>

3. Post Your Video to YouTube

- 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.
- 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

Video submissions are not complete until ALL entry and release forms are received by the American Lung Association by March 8, 2019.

- **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). Then scan or take a picture.
- **Forms must be submitted via e-mail or regular mail to the addresses below:**
 - E-mail: VideoContest@lung.org
 - Regular mail: American Lung Association
2501 Chatham Rd. Ste. 200
Springfield, IL 62704

