



# 2019 Iowa High School Radon Video Contest

## Official Information Sheet

### Contest Details

The American Lung Association (ALA) and the Iowa Department of Public Health (IDPH) in partnership with the U.S. Environmental Protection Agency, Region 7 and the Iowa Radon Coalition (IRC) have developed the Iowa Radon Video Contest to raise awareness about the dangers of radon gas. Radon is a colorless, odorless, tasteless, radioactive gas that causes lung cancer. The Surgeon General considers radon the second leading cause of lung cancer in the United States, and the leading cause of lung cancer among non-smokers. As one hundred percent of Iowa counties are considered at high risk, this contest aims to provide an opportunity for educating Iowa youth and the general public.

This statewide Radon Video Contest increases awareness by asking Iowa high school students and classes to create a 1 minute PSA/commercial style video encouraging Iowa 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 American Lung Association by **March 8, 2019**. A committee will select the top three winning videos from throughout the entire state of Iowa to receive awards. The top three videos will earn the following monetary prizes:

1<sup>st</sup> Place: \$600

2<sup>nd</sup> Place: \$500

3<sup>rd</sup> Place: \$400

Judges will select a group of videos that will be entered into a Most Views (Marketing & Outreach) contest with a \$200 prize. Details for this contest will be sent directly to the top 10 videos.

**NOTE:** A video placing in first, second, or third may also receive the “Most Views” prize.

### Radon Message Development

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

- [www.Lung.org/radon](http://www.Lung.org/radon)
- [www.idph.iowa.gov/radon](http://www.idph.iowa.gov/radon)
- [www.epa.gov/radon](http://www.epa.gov/radon)

## Rules and Guidelines

- Participating schools must be certified by the Iowa 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 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. 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 e-mail 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.
- 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 **March 8, 2019 at 5pm.**
- By entering the contest, entrants grant ALA, IDPH, and USEPA Region 7, and IRC 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](http://www.Lung.org/radon).
- Winning video will be announced in April 2019.
- Some helpful tips are available at [www.Lung.org/radon](http://www.Lung.org/radon).

## Judging & Prizes

Videos will be judged and ranked by a select state panel including members of sponsoring and partnering organizations as well as other Iowa radon leaders. Judging criteria includes:

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

A prize will be awarded to the first, second, and third place video determined by the panel. The student/group responsible for the first place video will receive \$600; second place will receive \$500; and third place will receive \$400. Schools may enter as many videos as they wish. All videos are eligible for the Most Views contest, even if they have already won a prize.

## Getting Started

Follow these 4 simple steps to enter the 2019 Iowa 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](http://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.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's Environment YouTube Channel ([www.youtube.com/user/ALAUMEnvironment](http://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](mailto:VideoContest@lung.org).

### 4. Submit forms

- **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). 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 8, 2019.**
  - E-mail: [VideoContest@lung.org](mailto:VideoContest@lung.org)
  - Regular mail: American Lung Association  
2501 Chatham Rd. Ste. 200  
Springfield, IL 62704

## Questions?

For any additional questions or inquiries about the contest, please email [VideoContest@lung.org](mailto:VideoContest@lung.org).



*In Partnership With*  
U.S. Environmental Protection Agency,  
Region 7  
Iowa Radon Coalition

