



## Rules & Guidelines

### Videofest Purpose & Theme

Spokane Regional Health District (SRHD) staff is providing youth with a creative platform to share their perspectives on teen health issues. Spokane Teen Videofest challenges Spokane County youth (ages 14-19) to speak out—through short videos with positive health messages—on topics most important to youth today. The sexual and reproductive health of our youth is a critical issue in our community that requires our attention. Adolescents' decisions with regard to sexual activity can affect school performance and have unintended life-long consequences.

There is an estimated 19 million new cases of sexually transmitted diseases (STDs) each year within the US and nearly half of them occur in those 15-24 years of age. Recent studies reveal that youth are initiating sexual intercourse at an earlier age than in previous years. A 2008 local survey supports these findings, with Spokane youth reporting first sexual intercourse averaging as early as 16 years of age. Additionally, 43% of youth were identified as being sexually active. As these statistics highlight a growing concern, Spokane Regional Health District (SRHD) is prepared to address sexual health issues affecting Spokane youth, with STDs as the primary focus through an innovative project. The proposed project is an adaptation of a 2003 approach implemented by Tarrant County Public Health (TCPH). The approach, dubbed a model practice by the National Association of County and City Health Officials (NACCHO), engages youth to create short videos with strong health promotion messages. These videos are then utilized in settings such as local schools, youth-focused organizations and broadcast television to encourage positive behavior change among viewers.

The primary purpose of the Videofest is to use visual media to encourage adolescents to think about what it means to practice responsible sexual behavior. A Videofest provides a creative avenue for adolescents to proactively apply their skills and adolescent insights in ways to positively influence the sexual health and well-being of their peers.

### Objectives

Improve the health and well-being of Spokane youth:

- Encourage youth to exercise responsible sexual behavior;
- Promote the adolescent sexual/reproductive health website [www.THEDAILYRISK.com](http://www.THEDAILYRISK.com);
- Empower local youth to positively influence peers through creative self-expression.

### Theme

The theme for the First Annual Spokane Teen Videofest is the importance of practicing responsible sexual behavior. Adolescents may choose to submit a video with a message that promotes responsible sexual behavior, whatever that might mean from THEIR perspective. Messages must be scientifically sound, including but not limited to the following:

- Abstinence Only or Abstinence Until Marriage
- Consistent and Correct Use of Condoms
- Delaying Sex until Emotionally Ready
- Monogamy (only having sex with one partner who only has sex with you)
- Importance of Routine STD Testing

### Genre

Participants may submit videos using any genre, including but not limited to: horror, comedy, romance, animation, claymation, music video, suspense, action, etc.

# Rules & Guidelines continued...

## Eligibility & Restrictions

Registration for the first annual *Spokane Teen Videofest* is free and open to Spokane County residents who are 14-19 years of age. No prior experience is necessary to participate. Current school enrollment is not required, but we do encourage those of high school-age to register.

Participants may enter as an individual or member of a team. Team size is limited to five persons per team. Participants may choose to submit multiple videos, but are limited to a maximum of three (3) submissions per individual or team. Only those team members who have submitted a completed *Videofest Registration & Consent form* will be eligible to submit videos and to compete for the cash recognition (award). Participants must also submit a *Right to Use Photographic Likeness form*. Awards will be split equally among eligible team members.

- ✓ Videos must be originally filmed, scripted and produced by the participants.
- ✓ A Talent Release Form for all subjects in the video is required.
- ✓ Videos must be 3-5 minutes in length.

If a participant chooses to use music over 30 seconds in length, the participant is responsible for obtaining all necessary releases and meeting all legal requirements. The participant will need to submit this documentation along with their video entry.

Failure to adhere to any contest rules may result in the participant's or participant's team to be excluded from *Spokane Teen Videofest*.

Spokane Regional Health District (SRHD) representatives will be available to provide clarification to contest rules, but will not be able to provide direct technical assistance.

## Contest Deadlines

*Videofest Registration and Consent forms* and the *Right to Use Photographic Likeness forms* for all team members must be received by mail or fax by 5:00pm PST on Monday, August 10, 2009.

## Technical Assistance

In an effort to encourage participation, we have partnered with local video production groups who are able to provide participants with access to classroom instruction, equipment, and editing software. The first 30 participants who register may receive FREE enrollment in a video production class where participants will learn video production basics. Participants are NOT required to participate in the video production classes, and may submit videos independent of participation in the classes. However, class attendance is limited to participants who are competing in the Videofest, and participants who attend the classes must agree to submit a video to the Videofest. These classes are offered to Videofest participants in collaboration with community partners in order to ensure that inexperienced participants have access to technical assistance. These training opportunities will be on a first come, first served basis and in the event that there are more than 30 participants interested in receiving classroom training, the SRHD reserves the right to limit attendance to 1-2 persons per team so that more teams may have the opportunity to receive technical assistance. The session(s) will include introduction to equipment, step-by-step instructions on how to create a video and also the opportunity to ask questions and receive answers directly from professionals. Classes will be held in two separate sessions. Class registration forms will need to be completed by each individual and team member.

## Class Schedules

Introduction to Video Production, by CM-TV, will be held: Wednesday, July 15, 4:00 pm-9:00 pm (part 1) and Saturday, July 18, 9:00 am-4:00 pm (part 2).

Summer Journalism Video Institute is offered in collaboration with Tincan: July 6 – July 17, 9:00 am-4:00pm.

How do you register for the class?

Youth must contact Mishelle Earley at 324-1494 or TDD 324-1464 for class registration.

## Rules & Guidelines continued...

### Video Submission Deadline

Videos, including the raw footage, edit master and Talent Release Forms must be received by Spokane Regional Health District, 1101 W. College #360, Spokane, WA 99201 by 5:00 pm PST on or before Monday, August 24, 2009. SRHD will not be responsible for lost, delayed or incorrectly addressed entries. VIDEOS WILL NOT BE RETURNED TO PARTICIPANTS.

Participants must write the video title on the DVD face and labels in the space provided. Participant names are not to be written anywhere on the DVDs or sleeves; these are labeled with an assigned control number that identifies contestant(s).

If you have any graphics or images that support your video submission, you are welcome to include up to two (2) printed or electronic originals. At this time, we will only be able to accept these via email or you may submit a paper version with your video submission.

Upon submission, all videos and their contents become the sole property of SRHD, who reserves the right to use the videos for any purpose and in any manner thereafter.

### Notification of Registration/Submission

At least one email address will need to be listed on the registration form in order to receive notification of registration and video submission acceptance. For teams, it is recommended that you select one person as the team representative. This person will then receive all notifications and additional information for the team.

### Judging

Videos will be judged based on three elements: 1) Message Design, 2) Creativity, and 3) Production. There will be three rounds of judging. Round 1 is the preliminary round where the highest-scoring videos, judged by adults from youth-serving organizations or those who work in media and/or film, will be selected to move on to the semi-finals. For Round 2, judges will consist of youth who will be responsible for selecting the semi-finalists. This judging panel will carefully follow the judging criteria and will not have affiliations with any contestants. Round 3 will be judged by a distinguished panel of adult community leaders who have no known affiliations with any finalists. These judges will select the grand, 1st, 2nd and 3rd place winners. All finalists will be recognized at the Awards Ceremony on Friday, September 25, 2009 at 7:00 pm, AMC Theatres, 808 W. Main, downtown Spokane.

### Judging Elements

Message Design (50%) evaluates three components as follows:

*Purpose:* Does the video accomplish a relevant teen health message? How powerful is the video's message in terms of impacting future decisions of adolescents about the topic?

*Design Strategy:* Does the video communicate in a way that is likely to capture the attention of an adolescent audiences? How well does the video define the problem or risks, discuss consequences, and provide solutions from a teen perspective?

*Treatment:* Is the treatment of the subject matter effective? Do the most critical messages stand out? Does the video encourage positive, prevention practices?

Creative Element (30%) evaluates writing, originality, visual imagery and artistic use of medium.

*Writing:* Is the script clear and understandable? Is the language appropriate for the subject matter and intended audience (teens)? Is the information and message(s) contained in the video scientifically accurate and sound? (The use of inappropriate language may result in disqualification.)

*Originality:* How original is the idea? How well does the video combine idea, script and setting to achieve its purpose?

*Visual Imagery:* How well does the visual presentation support the overall message? Is the video presented in a realistic setting? Are graphics effective and appropriate?

*Artistic Use of Medium:* Did any of the following optional elements support the overall purpose of the video: music selection, graphics design, set design, animation, special effects, lighting design, and talent selection? Taking into account the target audience, how well do these elements add to the video's message and overall effectiveness?

## Rules & Guidelines continued...

*Judging Elements continued...*

### Production Element (20%)

*Camera:* Were camera angles appropriate and non-distracting?

*Lighting:* Did lighting contribute to the overall effectiveness? Was lighting appropriate and non-distracting?

*Audio:* Was there distortion? Was there appropriate balance between level of music, narration, and effects? If used, were sound effects or music effective and appropriate? Could talent be heard?

*Talent:* Did actor's performances contribute to the video's effectiveness? Were they believable and realistic?

### Cash Recognition

The top 3 videos will be acknowledged with a cash award recognition. All participants will receive certificates and t-shirts. Semi-finalists will also receive medallions to mark their achievement. In addition, two honorable mentions will also be recognized. The individual or group who scores the highest in the production element and is nominated by judges who work in media and/or film will be recognized with a special award. The cash recognition will be split equally among eligible team members. An individual or team representative must be present at the awards ceremony in order to win and claim any cash recognition.

#### Cash Award Recognition

3rd = \$150

2nd = \$250

1st = \$500

Grand = \$750

### Required Registration Items

All items listed below need to be completed and submitted in order to be eligible for entry by all participants.

Videofest Registration & Consent Form

Talent Release Form

Right to Use Photographic Likeness

Video Production Training Class Registration Form (optional)

### Questions?

If you have any questions or need further clarification regarding contest rules, please visit [www.THEDAILYRISK.com](http://www.THEDAILYRISK.com) or contact Mishelle Earley at [mearley@spokanecounty.org](mailto:mearley@spokanecounty.org) or (509) 324-1494 TDD (509) 324-1464.