

Ohio Department of Health **ANTI-VAPING** **VIDEO CONTEST**



Anti-Vaping Video Contest Details

Overview

The Ohio Department of Health (ODH) is sponsoring a contest for high school students to develop anti-vaping videos that will appeal to youth. Students are to create and submit a 25- to 45-second video to address the dangers and negative effects of vaping and e-cigarette use. Three videos and a People's Choice award winner will be selected to receive prize money, in the form of scholarships paid into the Ohio 529 College Savings Award, College Advantage.* Any video submissions may be used in statewide media campaigns.



\$10,000



\$5,000



\$3,000

**People's
Choice**

\$2,000

The top three prizes will be awarded in December 2020 at an ODH sponsored virtual event. A \$2,000 People's Choice winner will be chosen by the attendees of the event on the day of the virtual event. All judging decisions, for scored prize levels and for the people's choice award, are final.

*Each prize will be awarded as an Ohio 529 College Savings Award, College Advantage. The student winner(s) will be the named beneficiary who will use the savings award for any higher education expenses at any federally accredited, four-year college or university, two-year community college, trade or vocational school, apprenticeship, or certificate program across the country. The award can be used to cover tuition, fees, room and board, books, computers, or supplies. If a student decides not to attend college, funds can be withdrawn. Federal and state taxes may apply if funds are not used for educational purposes.

Eligibility

The contest is open to Ohio residents enrolled in a high school or Ohio residents who show evidence of being enrolled in a high school level homeschooling program at the time of entry. Students can receive adult assistance, but the idea generation, video production, and editing must be student-led activities. Employees and immediate children or dependents of employees of ODH or of any judge may not participate in this contest.

Due to COVID-19, graduating seniors from the class of 2020 and freshman from the class of 2024 are eligible to participate, following current rules and deadlines.

How to Enter the Anti-Vaping Video Contest

To enter, students must complete and submit the *ODH Anti-Vaping Video Entry Form*, the *ODH Anti-Vaping Video Model Release Form(s)*, and the video by 5 p.m. on Friday, November 6, 2020. Students must create an original video (not previously submitted to any other contest) illustrating the dangers and/or negative effects of vaping and e-cigarette use. Videos must comply with the Submission Rules listed below. Students can work individually or as a team. If a team is entered, any prize monies will be evenly distributed among all members of the team. Note that each team member must complete all required forms and all team members' forms must be submitted together at the time of video submission.

All individuals who appear in the video must sign an *ODH Anti-Vaping Video Model Release Form*, which is to be submitted with registration materials. All individuals who appear must be identified by name and role on the submission form. Without signed releases from all individuals who appear in the video, the entry will be disqualified.

Judging Criteria

A panel of judges will watch, analyze, and review each video submission for originality, video quality, messaging, appropriateness, relevance, and accuracy.

Each video will be scored on a 10-point scale for each characteristic listed below:

- **Originality** – The submission has creative elements, a unique concept, and includes original filmed footage. The video does not have recycled concepts or clips of previously submitted entry videos or of known previously produced videos or advertisements.
- **Video Quality** – The submission is of high HD video quality (1080p or above), and must demonstrate appropriate sound and film editing, voiceovers, acting, etc.
- **Messaging** – The submission informs the audience of the dangers of vaping, promotes non-use, and/or encourages current vaping users to quit.
- **Appropriateness** – The submission is suitable for youth audiences and has a clear message to viewers to not use e-cigarettes or vaping products.
- **Relevance** – The message is closely connected to the target audience and provides information applicable to the topic of vaping in a way that youth will find engaging.
- **Accuracy** – The information contained in the submission is factual, correct, and comes from reputable sources or agencies (U.S. Centers for Disease Control and Prevention, U.S. Food and Drug Administration, American Heart Association, ODH, etc.). The references for any facts that are portrayed in the video submission must be listed in the materials accompanying the submission.

Submission Rules

Agreement to Rules

Each student must comply with all official rules (Submission Rules and Guidelines for Video Submissions) contained herein. By participating in the contest, each student fully and unconditionally agrees to be bound by and accept the terms and conditions of these rules and the decisions of the ODH, the panel of judges, and the attendees of the December event (including, without limitation, the selection of finalists and winners, and the awarding of prizes), which are final and binding in all respects. Videos submitted

by students may be modified and used by the ODH in any way deemed appropriate by ODH. **Video submissions must not contain any images or activities of e-cigarette use.**

How to Submit

All anti-vaping supporting documents for the contest are to be submitted to ODH Anti-Vaping Video Contest Dropbox. The following forms must be fully completed along with the 25- to 45-second video. The following items must be submitted in order for a submission to be considered complete:

- Entry form for each student and all team members (must be signed by parent/guardian).
- Model release form(s) for all individuals pictured in the video submission (must be signed by parent/guardian).
- 25-45 second video.

Steps for Submission

1. Send an email with the subject titled "ODH Anti-Vaping Video Contest Entry" to Antivaping@odh.ohio.gov asking for the link to the ODH Anti-Vaping Video Contest Dropbox.
2. You will be given a link via email to use to submit your video and supporting documents for the contest. If a link has not been received within two business days, contact ODH at **(614) 995-5591** to report that you have not received a link. Be sure to leave your contact information if you leave a voicemail message.
3. Click the link and select the option "Choose From Computer."
4. Files from your computer should open. Select all the files listed on the checklist above.
5. If selecting supporting documents one at a time, be sure to click "+ Add More Files."
6. When finished, select the option "Upload."
7. Once files are uploaded, the process for entering the contest is complete.
8. Once your submission has been reviewed and found complete, you will receive an email confirmation from "ODH Email Account for Contest." You should receive an email within two business days. Do not assume your submission has been accepted until you receive this confirmation email.
9. ODH cannot be held responsible for any submission failures that impede a student's ability to enter this contest. Lost, late, damaged, undelivered, or incomplete entries will not be considered for prizes.

Guidelines for Video Submissions

Video Requirements

- **Original:** Video submissions submitted to this contest must be original videos and may not previously have been submitted to any other contest.
- **Running time:** Videos must be a minimum length of 25 seconds to a maximum of 45 seconds long, not including end credits. Any video that does not fall within this duration parameter will be disqualified.
- **Resubmission:** Submissions submitted before Friday, November 6, 2020, may be corrected and resubmitted no more than two times, but the final submission must be received by ODH no later than 5 p.m. on Friday, November 6, 2020.

- **Style:** Submissions can be in any style or genre of film or video, including animation, drama, comedy, parody, or documentary.
- **Inappropriate content:** Videos must not contain profanity, content depicting or promoting sexual activity, content depicting or promoting illegal activity, content that depicts or promotes violence, content that portrays hate toward any group, or content that is in any other way deemed by the judges to be offensive, obscene, or inappropriate.
- **Product promotion or promotion of use:** Your video must not show the use of any vaping products or traditional tobacco products. You may show the product, but may not show the trademark name or have the name visible.
- **Copyright:** Submissions must not incorporate or include anything that violates any law or the copyright, trademark, publicity right, privacy right, or other right of any third party. Proof of permission must be submitted with entry if any material that falls under these protections is included.
- **Music:** Any music used in the video must be created by the student(s). Submissions containing copyrighted music, samples, files, or other protected works to which the student does not have the rights will be disqualified. Permission to use produced music must be supplied, if it is used in the video submission.
- **Naming:** Video submissions must not use names, in whole or in part, that identify specific individuals, without written permission which is produced with submission.
- **Resources:** Video must include information from reputable sources such as:
 - https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm
 - <https://e-cigarettes.surgeongeneral.gov/>
 - <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/tobacco-use-prevention-and-cessation/JUUL2/>
 - <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/tobacco-use-prevention-and-cessation/resource2/>
 - <https://smokefree.gov/quit-smoking/ecigs-menthol-dip/ecigs>
 - <https://www.fda.gov/TobaccoProducts/Labeling/ProductsIngredientsComponents/ucm456610.htm>
 - <https://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>
 - <https://truthinitiative.org/research-resources/emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>.

Use of Submission

Entries and other submitted material become the property of the ODH and will not be returned. By submitting an entry into this contest:

- You represent and warrant that, if you are the designated person who has entered this contest, you are authorized to make representations and warranties, and will be held liable for any breach of these representations and warranties or other failure to comply with the official rules of this contest.
- You represent and warrant that your entry and all elements contained therein (content) is original, and to the extent the content incorporates or includes anything that is owned or controlled by any third party, you have obtained in writing all rights necessary to comply with

the rules of this contest; and that content does not violate any copyright, trademark, publicity right, or any other right of any third party.

- You agree that content shall be, to the maximum extent eligible, a “work made for hire,” under the U.S. Copyright Act, as amended, with all rights therein, including without limitation the exclusive copyright, being the property of ODH. Otherwise, if your entry or any element thereof is considered not to be a “work made for hire,” you hereby unconditionally and irrevocably transfer to ODH all right, title, and interest in the content (including, without limitation, the copyright) in any and all media whether now known or hereafter devised, in perpetuity, wherever produced or located, including the right to use, copy, distribute, perform, display, and to create derivative works of the content for advertising, trade, other commercial purposes, or any other purpose; provided, however, to the extent content contains third party materials, you have obtained written permission granting ODH a perpetual, royalty-free, fully paid, freely transferable (with full rights to sublicense), universal, unconditional, and irrevocable right and license to copy, distribute, perform, display, and to create derivative works from such third party materials for any and all purposes relating to the promotion, marketing, advertising, distribution, and/or sales respective to ODH.
- You represent and warrant that you meet the requirements and qualifications for this contest, and that you have read these official rules and are fully familiar with them. You agree to indemnify, and hold ODH, its officers, directors, employees, contractors, agents, and representatives (“Indemnitees”) harmless from and against any third-party claim (including reasonable attorneys’ fees and costs) arising from any use of the content. You waive (i) any right to publicity, privacy, or moral rights relating to the content or your participation in this contest, and (ii) any right to inspect or approve uses of the content or to be compensated for any such uses. To the extent these rights may not be waived legally, you agree not to assert them.
- By submitting an entry, you grant to the ODH and its affiliated entities the right, except where prohibited by law, to use your name, likeness, picture, voice, biographical information, submission/entry, and written or oral statements for advertising and promotional purposes in promoting or publicizing the contest, the ODH, and its mission and services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, rights of integrity or attribution, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), email address, biographical information, or entry. The rights granted under this paragraph shall extend to the ODH and its affiliated organizations and agents with respect to all entrants in the contest, including the entrant who is selected as winners and those entrants who are not selected. The ODH is under no obligation to use the winning entries or any other entry for any purpose.
- Winners shall assume any and all responsibility as to any federal, state, or local taxes due in connection with prizes received.
- You agree that any legal action proceeding or relating to this contest shall be instituted in a state court sitting in Columbus, OH, which shall have exclusive jurisdiction and venue of any legal proceeding.