

## **Official Contest Rules: Drug Use is Life Abuse 2010 Video Contest**

**Who May Enter:** Students attending any Douglas County School District's middle or high schools. Videos and the photo essay must be entirely student work.

**This year's Topic and format:** You may enter a 20 minute (or less) Full-feature video, a 60 second Public Service Announcement ("PSA"), or a photo essay addressing "**Drug Use is Life Abuse.**" See the Students page for more detail.

**Entry Submission:** Your entry must be in the possession of the contest coordinators (*not* simply postmarked) by Midnight, April 13, 2010, and must include:

- Your Full-feature video, PSA or photo essay. The video entries must be submitted as a **full quality/full frame** QuickTime/MOV, WMV, MPEG, AVI, or DVD format video (we also accept VHS, but prefer digital), delivered on CD, DVD, or tape. See the attached sheet for details on the photo entry submission. Be sure to label your entry with your name, school name, and project title. **Your entry will not be returned to you** - save a copy for yourself!
- Completed entry form
- Signed participation contract.
- Video/Photograph release form signed by each person appearing in the video, and his/her guardian if he or she is a minor.

### **Entries will *NOT* be accepted...**

- ...with any copyrighted material used without permission or acknowledgement,
- ...displaying non-student work,
- ...**NO display of smoking or using any kind of drug nor suggesting that someone is under the influence of a drug.**
- ...excerpts from outside sources, i.e. other video productions,
- ...that fail to meet the minimum technical requirements, or missing any paperwork,
- ... after midnight, April 13, 2010 (***no exceptions!***).

**Winners:** Submissions are grouped by category: Full-feature (20 minutes or less), sixty second PSA (public service announcement) and Photo Essay. Prizes are awarded to the winners in all three categories, 1<sup>st</sup> prize in Full-feature \$1,500, 1<sup>st</sup> prize in PSA \$1,000, and 1<sup>st</sup> prize in Photo print or Photo essay \$500. The winning projects must be an all original work addressing this year's subject. Entries will be evaluated using the following scale:

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- Creativity (20%)
- Content meets stated contest criteria (20%)
- Technical quality of the submission (20%)
- Persuasiveness (20%)
- Overall Presentation (20%)

[See the contest [Rubric](#) for more detail] Winning entries will be selected based on a two tiered screening process.

- The first tier screening will determine whether the video submission meets all entry requirements, and passes baseline rubric scoring.
- Videos passing this tier will be presented to the judges for final scoring. Winning entries will be based on the average of scores awarded by a panel of judges using the provided rubric. The decisions of the judges are final in all respects.
- **Submission Address:** All completed entries should be mailed or delivered to:

KC Brennan  
Douglas High School  
P.O. Box 1888  
Minden, NV, 89423

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### The Fine Print

Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions.

- By entering the contest and/or accepting a prize, the entrant grants permission to the Douglas County School District and the Douglas County Sheriff's Advisory Council, or their authorized agents, to use the entrant's name and/or likeness, statements, quotes, testimonials, and, if applicable, the name of entrant's school and district name without further compensation to entrant.
- Entrants also grant the Douglas County School District and the Douglas County Sheriff's Advisory Council, or their authorized agents, to use, reproduce, reprint, distribute, perform, and/or display, and exhibit, in any form or by any means, the entrant's project video without further compensation to entrant.
- The Douglas County School District and the Douglas County Sheriff's Advisory Council or their authorized agents, maintain the right to reproduce, reprint, distribute, perform, display, and exhibit the project

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for the purpose of promoting programs and technology to students, parents, and teachers on their websites, or at educational conferences/events.

By accepting prizes, winners agree to hold the Douglas County School District and the Douglas County Sheriff's Advisory Council, and their respective directors, officers, employees, and assigns harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused, or claimed to be causes, from participation in this contest or use/redemption of any prize. Entrants agree to be bound by the official contest rules and the decisions of the judges.

The Douglas County School District and the Douglas County Sheriff's Advisory Council, or their authorized agents, are not responsible for any typographical or other error in the printing of the offer, administration of the contest, or announcement of the prizes.

Student understands and agrees with the above rules and requirements.

Signed \_\_\_\_\_

Any and all students working on this project must sign.

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### Registration

Name: \_\_\_\_\_

School attending: \_\_\_\_\_

Home address: \_\_\_\_\_

Primary phone number: \_\_\_\_\_

Category (check one)

- Full-feature (20 minutes or less)
- PSA (60 seconds)
- Photo essay

## Students

The entries in this contest must contain factual information about drug use and abuse and **must NOT include any appearances by recovering addicts.** The logo "**Drug Use is Life Abuse**" must appear in the videos a minimum of 3 times for the full-feature entry and once for the 60-second PSA and the photo essay. You must obtain the signatures of all persons who appear in your video on the **Drug Use is Life Abuse 2010 Video Contest** release form. Your video will be disqualified if you do not turn in the signed release forms with your submitted video.

**There are three categories that you may enter:**

### Full-feature video

This must be a minimum of 10 minutes and no longer than 20 minutes. It could be a mini documentary, a dramatic story, or whatever you choose.

### 60-second Public Service Announcement

This must be exactly 60 seconds, no longer and no shorter. It should be of the quality that could be aired on any local TV station. And it must contain the "**Drug Use is Life Abuse**" logo at least once.

### Photo Essay

The art of photography empowers us to tell a story without using words. By using the photo essay format, students of the Douglas County School District are challenged to communicate a story about how "**Drug Use is Life Abuse.**"

#### General Guidelines:

- ❑ It **must contain** original photographs
- ❑ It may be in either a formal layout containing 3 to 5 images or a collage-type layout
- ❑ Logo of "**Drug Use is Life Abuse**" is to be used at least once
- ❑ Copies of the signed release forms must be turned in with your entry

#### Size:

- ❑ Single frame slide (final)
- ❑ Submitted in .jpg format or slide
- ❑ Essay will be projected on Movie Screen and/or used for poster, advertisement, etc.

#### Judging:

- ❑ 20% Originality
- ❑ 20% Technical Skill (focus, exposure, etc.)
- ❑ 20% Visual Impact (composition, impact, lighting, etc.)
- ❑ 20% Relevance to the "**Drug Use is Life Abuse**" theme
- ❑ 20% Ability to tell a story

