

Video Contest Rules

Who can enter?

Any Idaho high school or junior high student is eligible to enter. Parental consent is required for entrants between the ages of 14 and 17. Permission is incorporated into the online entry form.

How can I enter?

Follow the instructions under "How to Enter."

When does the contest begin?

Immediately.

When does the contest end?

11:59 p.m. July 15, 2011

Can groups enter?

Yes! Groups, such as schools, clubs, coalitions, or associations can enter. One representative from the group should enter on behalf of the group. The individual submitting the entry on behalf of the group affirms that all participants involved in the group entry are 1) aware of his/her involvement with the contest entry, and 2) have received parental or guardian consent (age 14-17) or provided personal consent (age 18+) to participate in the contest. There is a special place to indicate a group entry on the online entry form. If a group is selected as a category winner, only one prize will be awarded to the group.

How are winners selected?

A panel of judges selected by the Central District Health Department will view all the videos submitted and narrow the field down to the top 10 videos. We will post links to the videos on our website and allow the public to vote for their favorites. The video with the most votes wins.

How does voting work?

You will be able to start voting beginning July 22nd. We will set up a survey page that will allow you to vote for your favorite video.

Voting will close at 11:59 p.m. August 19th, 2011

How are the entries judged?

The videos will be judged on: Message theme (50%), Creativity (30%), Entertainment value (20%)

- Message theme: How well the main message is communicated.
- Creativity: Does it communicate the message in a creative way?

- Entertainment: Is it interesting? Does it capture your attention?

What are the prizes?

1st Place - \$250 gift card

2nd Place - \$100 gift card

3rd Place - \$50 gift card

Honorable mentions – TBD

Winners' names may be contained in news releases and other information published on the CDHD website. The winning videos may be featured on broadcast TV and will remain available on YouTube. The winners may be invited to media events and/or asked to appear in future contest promotional videos.