

Live Free Tobacco Free “Viral Video” Contest Guidelines

Purpose

The purpose of the contest is to utilize video format creatively to promote the Live Free Tobacco Free program, the Smoking Cessation program at the Wellness Center – Student Health Center on campus, and the Illinois Tobacco Quitline.

Eligibility

The contest is open to all currently enrolled SIUC students (Fall 2009).

Submission Date/Time

October 23, 2009 by 4:30 p.m.

Submission Method & Format

Entries should be in a format that can be viewed by Windows Media Player. Submissions can be made by e-mail to: cfralish@siu.edu. The subject line should read: “LFTF Viral Video Contest Entry.” Hard copy submissions may also be made by DVD copy to:
Wellness Center – Student Health Center, SIUC, 374 E. Grand Ave., Carbondale, Illinois.

All submissions must be accompanied by a CONTEST ENTRY FORM (signed and turned in to the Wellness Center).

Submissions

Entries to the contest must use the Live Free Tobacco Free logo, the Illinois Tobacco Quitline logo, the funding acknowledgment line, and the contact source within the video. The video message should focus on at least one of the following:

- Reasons to quit smoking.
- Consequences/risks of smoking.
- Challenges inherent in quitting smoking.
- Benefits of quitting smoking.
- Campus/community resources to assist in quitting smoking.



866-QUIT-YES 866-784-8937

Funding Acknowledgement Line:

Funding provided in whole or in part by the Illinois Department of Public Health and Jackson County Health Department. Program managed by the SIUC Center for Rural Health and Social Service Development.

Contact Source:

Smoking Cessation Program
Wellness Center - Student Health Center
Southern Illinois University Carbondale
618-536-4441
wellness@siu.edu

Judging

A panel of volunteer judges will be selected for the contest, including SIUC faculty, staff, and/or students, as well as members from local community agencies. All entries will be prescreened by the judge's panel and finalists will be recognized at a screening event, the winners chosen by the same panel. All finalists must be present to be eligible for awards and to present their motivation/inspiration for their video.

Awards Ceremony/Event

Friday, November 13, 2009
Student Health Center
Auditorium
7:00 – 9:00 p.m.

Prizes

1 st Place:	\$1,000
2 nd Place:	\$ 500
3 rd Place:	\$ 250
4 th Place:	\$ 150
5 th Place:	\$ 100

Three (3) Honorable Mention Awards: \$ 100 each

All prizes will come in the form of Wal-Mart gift cards.

Utilization

All entries may be used by SIUC, the Wellness Center, Illinois Department of Public Health, Jackson County Health Department, and Center for Rural Health and Social Service Development to promote smoking prevention and intervention. The methods of utilization for such usage may include, but are not limited to, electronic media, television, public domain web sites on the internet, print media, and so on. A signature by all responsible parties allowing usage of videos is required on the Contest Entry Form and mandatory for contest eligibility.