



S TOMP **O** UT **S** UICIDE

Student Video Contest

Rules and Guidelines Packet

2013 STOMP OUT SUICIDE Video Contest Overview

Do you want an opportunity to showcase your creative talents and win money? This is your chance. Produce a video educating people about the warning signs of suicide and ways to get help. Many young people today see suicide as an option to dealing with their problems. Help us stop this alarming trend! Help others recognize the warning signs of a suicidal person, learn the risk factors, and learn what to do to help someone who may be suicidal. You can make a difference for someone in emotional distress!

Purpose

The 2013 Stomp Out Suicide Video Contest is sponsored by the Medina County Coalition for Suicide Prevention/ Alternative Paths and the Hoffmann Group. This special partnership encourages school students to build awareness about suicide and learn to act in getting help when someone is in need. The winning video will have an opportunity to be featured on local cable channels, school in-services and local agency websites.

Video Content

The contest officially begins in September 2013, when individuals or teams of school students who are residents of Medina County, Ohio in grades 6-12 may submit a 60-120 second video on suicide prevention including at least one or more of the following topics:

- *Warning Signs of Suicide*
- *What to do if someone you know is suicidal*
- *Resources where you can get help for a suicidal person*

The video must encourage viewers to act and prevent suicide.

Prohibited Content:

- Depiction, documentation, or dramatization of suicidal behavior (seeking or attempting to suicide)
- Depiction of suicide means: display of guns, pills, razors, etc.
- Romanticized or glorified information about suicide
- Personal testimonials of suicidal individuals

Required Content:

- “National Suicide Prevention Lifeline 800-273-8255”
- Medina County’s 24/7 Crisis Intervention Service: Alternative Paths (330) 725-9195
- A theme that is hopeful or encouraging rather than one that is depressing or scary
- Any phone numbers, web links, statistics or resource must be accurate and current

Creative Brief

A creative brief which provides narrative information about the video shall be provided with each video submitted. The brief *shall not exceed* two pages, typed, double spaced, with 1 inch margins, Times Roman 12 pt. font. It shall answer the following questions:

1. How did you make the topic relate to the audience?
2. What is the one message you want the audience to walk away with?
3. What makes your video unique or different from others?

Contest Dates

The contest begins in September 2013 ends November 30, 2013. The DVD must be delivered in person or submitted by mail. Mailed entries must be postmarked by November 30, 2013.

Prizes

The winning student or team of students will receive a cash prize of \$1000. In the event of a team entry, the prize will be divided equally among the team members listed on the entry form. The school(s) that the student(s) attends will also win a cash prize of \$1000. If multiple schools are involved in a team entry, the total prize of \$1,000 shall be divided equally. In the event the student(s) is home schooled, or in enrolled in an online school, the cash prize which would have been distributed to a school will not be distributed. The student recipient(s) of the cash award will be fully responsible for payment of any applicable state and/or federal taxes.

Official Contest Requirements, Rules and Guidelines

Submission Requirements

Application materials must include:

- **Application form and creative brief:** (1 copy per entry). The application form must be signed by the submitters of the video and the advisor.
- **Photo/video release form:** This must be signed by each individual who appears in the video. If an individual is under 18, a parent/legal guardian must sign the form.
- **Copyright and trademark agreement** (1 copy per entry, those under 18 years of age must have parent/legal guardian signature) Must be signed by all students and the advisor.
- **Video** supplied on DVD
- **Signed Waiver of Liability**

****Forms submitted without proper signatures will disqualify the entry.***

All entries must be submitted by 11:59 PM EST, November 30, 2013 or postmarked by November 30, 2013 to be eligible.

Each entry must be clearly labeled with entrant's name, school, mailing address, main contact e-mail address, telephone number, and title of the video.

The video must depict one or more of the specific topics listed.

The video must be 60-120 seconds in length and must encourage viewers to act in preventing suicide.

Videos and application forms must submitted by mail to:

Christy Rickbrodt, Director of Operations
Alternative Paths, Inc.
246 Northland Drive, Suite 200A
Medina, Ohio 44256

Rules and Guidelines

All appropriate application and permission forms and creative brief must accompany each submission. Failure to submit all elements and forms will result in ineligibility.

A teacher/parent must sponsor and be responsible for the supervision of the student(s) but must not participate in the production of the video. All communication will be sent to the teacher/parent advisor via U.S. mail and/or email.

All prizes are subject to change at the sole discretion of the Medina County Coalition for Suicide Prevention with or without notice.

The video may only depict fictitious persons, businesses, entities, and firms. The simulation or use of the likeness of any of the following is strictly prohibited.

The video may NOT depict any trademarks, trade names, logos, brand names, or copyrighted materials, in the background, on costumes, clothing, equipment, props, audio/music, or anywhere else in the video. Non-compliance with this rule will disqualify the video.

All entries become the property of the Medina County Coalition for Suicide Prevention/ Alternative Paths and may be used in whole or in part at its discretion. Videos will not be returned.

By entering the contest, all entrants agree to permit the use of their picture, name, and other personal information for publicity by the Medina County Coalition for Suicide Prevention/ Alternative Paths, and its designees.

All entrants agree that the Medina County Coalition for Suicide Prevention/ Alternative Paths is the

exclusive owner of the submitted material, including but not limited to the submitted video. In the event the Medina County Coalition for Suicide Prevention shall not be deemed the owner, the entrants and their legal guardians convey a universal, irrevocable, and exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit, and/or broadcast the videos without payment or further consent. The winner additionally grants to the Medina County Coalition for Suicide Prevention/ Alternative Paths, all rights, title, and interest, including, without limitation, all copyrights and exploitation rights in any media of their video without payment or further consent.

By submitting the video, all entrants and their legal guardians hereby agree that they may be required to enter into additional agreements with Medina County Coalition for Suicide Prevention/ Alternative Paths and its designees. By submitting the video, the entrant and the entrant's team represent and warrant that: 1) all submitted material, including but not limited to the video and everything depicted in the video, is wholly original and does not infringe upon or otherwise violate any right of any person, firm, or entity; 2) he/she has all rights, licenses, permissions, and consents necessary to submit the video in the contest in accordance with these terms and conditions; and 3) no person/entity other than the entrant and his or her team has any right, title, interest, or arrangement to the video, including but not limited to, music publishing agreement, recording agreement, production agreement, or any similar agreement. By entering the contest, the entrant agrees that the Medina County Coalition for Suicide Prevention/ Alternative Paths may post his/her video, or any part thereof, on its website or other websites and submit it for television and/or other broadcast.

The entrant agrees that the Medina County Coalition for Suicide Prevention/ Alternative Paths has the right to modify, edit, and/or adapt the video as necessary as well as to reproduce it, and/or distribute it in whole or in part, without compensation or further notice to the entrant. The opinions expressed in the video submissions are solely the opinions of the entrants and not those of the Medina County Coalition for Suicide Prevention/ Alternative Paths. Medina County Coalition for Suicide Prevention/ Alternative Paths is not responsible for any videos provided by entrants that are deemed harmful or offensive to others.

The contest is subject to all federal, state, and local laws. Void where prohibited by law.

Eligibility

The video contest is open to all school students who are residents of Medina County, Ohio in grades 6-12. In the event a team of students enter a video, at least one member of the team must be a resident of Medina County.

Individual students or teams of students may submit a video.

Video must be original student work.

A teacher/parent must sponsor and be responsible for the supervision of the student(s) but must not participate in the production of the video. All communication will be sent to the teacher/parent advisor via U.S. mail and/or e-mail.

The winner will be notified through mail and/or e-mail. The winner must submit a letter of acceptance within fourteen (14) days of being notified or the prize will be forfeited.

Immediate children or dependents of members of the Medina County Coalition for Suicide Prevention may not participate in the 2013 Video Contest.

Timeline

September 2013: Contest begins.

November 30, 2013: Deadline to submit videos to the Medina County Coalition for Suicide Prevention.

January 15, 2014: The winner will be notified.

Selection Process and Scoring

Finalists will be selected by a selection committee comprised of members of the Medina County Coalition for Suicide Prevention. The committee will score each qualifying entry based on the following rubric:

SCORING CRITERIA

Technical Elements

- **(10 points)** The video is technically well-executed (focus, exposure, audio, composition, graphics, special effects).
- **(10 points)** The video is developed with attention to continuity, pacing, and transition.
- **(10 points)** The video creates an appropriate atmosphere or tone consistent with its message or purpose.
- **(10 Points)** The video adheres to the 60-120 second time restriction.

Content Elements

- **(10 points)** The video clearly covers one or more of the three topic areas.
- **(10 points)** Demonstrates or motivates people to act with help-seeking behavior.
- **(10 points)** Provides a “call to action” that is clear and consistent (call a hotline, talk to someone, a friend should step-up and intervene, etc).
- **(10 points)** Local and national resources are provided
- **(10 points)** The video impacts the audience in a positive way.
- **(10 points)** The information provided is accurate.

The following will be automatically disqualified:

- Videos without the appropriate signed documentation.
- **Videos that have ANY trademarked or copyrighted materials.** Some examples

include: logos on computers, on objects in the background, logos on shirts, shorts, pants, shoes, or hats, music that students did not create themselves; etc.

- Depiction, documentation, or dramatization of suicidal behavior (seeking or attempting to suicide).
- Depiction of suicide means: display of guns, pills, razors, etc.
- Romanticized or glorified information about suicide.
- Personal testimonials of suicidal individuals.

Announcement and Presentation of Winning Video

The winning student(s) and school will be notified via phone and by mail. The winning video will then be released to local cable channels and schools for use.

Resources

Students are encouraged to use any of the resources listed below to learn more about consumer topics. Students also are encouraged to do additional research.

Alternative Paths	www.alternativepaths.org
American Association of Suicidology (AAS)	http://www.suicidology.org
American Foundation for Suicide Prevention (AFSP)	http://www.afsp.org
Depression and Bipolar Support Alliance	http://www.dbsalliance.org/
Jason Foundation	http://www.jasonfoundation.com
National Alliance for the Mentally Ill (Ohio)	http://www.namiohio.org/
National Organization for People of Color Against Suicide	http://www.nopcas.com/
Suicide Awareness Voices of Education (SAVE)	http://www.save.org
Suicide Prevention Education Alliance	http://www.helppreventsuicide.org/
Suicide Prevention Resource Center (SPRC)	http://www.sprc.org
Yellow Ribbon	http://www.yellowribbon.org/
National Suicide Prevention Lifeline	www.suicidepreventionlifeline.org

Suicide Prevention Services of America

<http://www.spsamerica.org/>

The above list is strictly informational and does not imply endorsement by the Medina County Coalition for Suicide Prevention/ Alternative Paths. These websites are provided for educational purposes only.

Application Form and Creative Brief Requirements

Advisor Name _____ Teacher / Parent (Check One)
Advisor Phone _____
Advisor Email _____
Medina County Resident's School Name _____
School Address _____

Student Name(s) Additional names may be provided on back of form if more space is necessary.

- 1) _____ Age ___ Grade ___ Address _____
- 2) _____ Age ___ Grade ___ Address _____
- 3) _____ Age ___ Grade ___ Address _____
- 4) _____ Age ___ Grade ___ Address _____
- 5) _____ Age ___ Grade ___ Address _____

At least one student must be a resident of Medina County to enter.

Video Title _____

Creative Brief

Brief *shall not exceed* two pages, typed, double spaced, with 1 inch margins, Times Roman 12 pt. font. In your brief please answer the following questions:

- 1. How did you make the topic relate to the audience?
- 2. What is the one message you want the audience to walk away with?
- 3. What makes your video unique or different from others?

Supervising teacher/parent acknowledges and hereby agrees to abide by all the official rules, guidelines, and eligibility requirements listed.

Advisor Name: _____

Advisor Signature: _____ Date ___/___/___

Your submission will not be complete until you return all forms.

These forms include the application form, signed photo/video permission form for all individuals appear in the film, and the signed trademark and copyright agreement.

Mail signed forms to:

Christy Rickbrodt, Alternative Paths, Inc. 246 Northland, Drive, Suite 200A, Medina, Ohio 44256

Photo/Video Release Form

In agreement with the details of this contest, I hereby give the Medina County Coalition for Suicide Prevention/ Alternative Paths the right, permission, and consent to participate to the use and reproduction of any and all photographs/videos taken for the 2013 Stomp Out Suicide Video Contest. The same consent is granted for the use of any printed matter or electronic distribution used in conjunction with the photographs/video.

I release the Medina County Coalition for Suicide Prevention/ Alternative Paths from any and all liabilities, damages and claims arising out of or relating to the participation in this program and videotaping.

I understand this video will be used publicly to encourage suicide prevention. I also waive all rights to approval, sale, copyright, or broadcast and/or distribution of the finished product and/or published matter accompanying its use.

Name _____
Address _____
City _____ State _____ Zip _____
Phone Number _____
Date of Birth _____

I hereby certify that I am *over 18 years of age* and competent to contract in my own name in so far as the above is concerned.

Student Signature: _____ Date _____

As parent/legal guardian, I hereby give my permission and consent for my child to participate in the 201 Stomp Out Suicide Video Contest and agree to the terms.

Parent/ Guardian Signature: _____ Date _____

Return signed forms to:

Christy Rickbrodt, Alternative Paths, Inc. 246 Northland, Drive, Suite 200A, Medina, Ohio 44256

Your submission will not be complete until you return all forms.

These forms include the application form, signed photo/video permission form for all individuals appear in the film, and the signed trademark and copyright agreement.

Copyright and Trademark Agreement Form

You are prohibited from utilizing in whole or in part any pre-existing or copyrighted material. All work must be original. You may not depict any trademark, trade name, logo, or brand in the video, including any logos or brand names that may appear on clothing, in the background, on costumes, equipment, props, audio/music, or anywhere else in the video. All persons, businesses, entities, and firms depicted must be original and fictitious. The simulation or display of a likeness to any recognizable person, business, entity, or firm is prohibited.

In consideration for participating in the 2013 Stomp Out Suicide Video Contest, the following individuals and/or legal guardians hereby assign to the Medina County Coalition for Suicide Prevention/ Alternative Paths all rights, title, and interests to the video named below.

I further warrant that I have complied with all rules of the 2013 Stomp Out Suicide Video Contest, that all submitted material is original, and that no other individual has made any contribution to the creation of the material.

Name of Video: _____

Name of Submitting High School: _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Student #2 Name (please print) _____

Student #2 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #2 Name (please print) _____

Parent/Legal Guardian #2 Signature _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Student #1 Name (please print) _____

Student #1 Signature _____

(If under 18 years of age)

Parent/Legal Guardian #1 Name (please print) _____

Parent/Legal Guardian #1 Signature _____

Please print an additional copy of this form if the number of team members exceeds spaces above for student information and signatures. All team members MUST have completed this form.

Teacher /Parent Advisor Name (please print)

Teacher/Parent Advisor Signature

**ANY VIDEO WITH ANY TRADEMARKS, LOGOS, BRAND, ETC., THAT APPEAR ANYWHERE IN THE VIDEO WILL BE AUTOMATICALLY DISQUALIFIED. PLEASE PAY SPECIAL ATTENTION TO CLOTHING AND THE BACKGROUND OF THE VIDEO.*

Waiver of Liability

I, the undersigned, being the parent or legal guardian of _____,
specifically consent to allow my child to participate in the Medina County Suicide Prevention
Coalition Video Contest or I am eighteen (18) years of age and I consent to participate in the
Medina County Suicide Prevention Coalition Video Contest and hereby release, indemnify and
hold harmless Alternative Paths, Inc., members of the Medina County Coalition for Suicide
Prevention, agents, employees and assignees from any and all liability, claims actions, demands,
and judgments arising out of any injury or loss sustained by the above-named child, myself, my
family in connection with participation in the Suicide Prevention Video Contest.

I have read the Waiver of Liability, understand it and voluntarily accept it. I have the authority to
sign the Waiver of Liability on behalf of my above-named child or in my own behalf.

Parent signature _____ Child's signature _____

Printed name _____ Date _____

Return signed forms to:

Christy Rickbrodt, Alternative Paths, Inc. 246 Northland, Drive, Suite 200A, Medina, Ohio 44256

FAQs

Who can participate in the 2013 Video Contest?

School students who are Medina County residents, grades 6–12, and who are not immediate family members of the Medina County Coalition for Suicide Prevention, may participate.

How many students can enter from a school?

There are no limits to how many students may enter per school.

How many students can be on a team?

Any number of students may be on a team; however, the prize will be split equally among the students.

Do we need a parent or teacher advisor?

Each team must have one parent or teacher advisor. The advisors can give direction, but may not contribute to the development or creation of the video.

How can we use the resources listed?

The purpose of this competition is to help students enhance their knowledge of suicide prevention. Students are encouraged to seek out and utilize any of the resources listed on the resource page. Students are not limited to these resources and are encouraged to do additional research as long as resources used provide accurate and valid information..

Do we have to use the suicide prevention topics listed?

Yes, students are required to choose one or more of the topics listed in the “Video Topics” portion of the Contest Details. Any videos off topic will be disqualified.

How is the winner chosen?

The winner will be selected by the members of the Medina County Coalition for Suicide Prevention using the scoring rubric.

What can we win?

The winning individual or team will receive as cash prize of \$1000. The school that the winner attends will also win a cash prize of \$1000. The winner also will have an opportunity to be featured on local cable channels, school in-services and local agency websites.

What forms do we need to submit with the video?

Entries should include the completed application form and copyright and trademark agreement, along with your Creative Brief. The photo/video permission form must be signed by each individual, or a parent/legal guardian if individual is under 18 years of age, who appears in the video.

How many copies of our video should we prepare?

One DVD is required to be mailed to enter. We suggest that you retain one copy of the DVD and all forms submitted for your records. The DVD will not be returned to you. The Medina County Coalition for Suicide Prevention/ Alternative Paths will keep all DVDs submitted.

Are there any restrictions on the format of our video?

Your 60-120 second video must be submitted on a DVD. The DVD should be labeled with your name and school.

What is the deadline for submitting the video?

Submissions and forms must be submitted by November 30, 2013, 11:59 PM EST. Entries and accompanying forms must be postmarked by November 30, 2013. Late entries will not be considered.

When will the finalists be notified?

Finalists will be notified in January 2014.

How do I receive the prize?

The winner and the school of the winner will receive a check.

Whom do I contact with questions?

Information about the Contest is available at www.alternativepaths.org or by contacting:

Christy Rickbrodt, Director of Operations
Alternative Paths, Inc.
246 Northland Drive, Suite 200A
Medina, Ohio 44256
(330) 725-9195