

NATIONAL PUBLIC HEALTH WEEK

Public Service Announcement Contest

Registration Form/Media Consent

NAME _____ E-MAIL _____ PHONE _____

ADDRESS _____

CITY STATE ZIPCODE

AGE _____ PARENT/ GUARDIAN SIGNATURE _____

(If under 18 years old, parent/guardian signature is required)

TITLE OF ENTRY _____

TEAM MEMBER(S) NAME(S) (if applicable) _____

All mailed-in submissions and registration forms must be received by Friday, March 26, 2010. Please see Contest Rules (side 2) for submission information.

Thank you for entering this contest. Good luck!

MEDIA CONSENT

I understand that the photographs or videotape in which I am participating is being produced by the Cowlitz County Health Department. I hereby acknowledge that my participation may be edited and used in whole or in part as desired, and may be reproduced, duplicated, distributed and used for public health brochures, reports, general public information and educational materials, where charge is not specifically made, and without restriction. I also consent to the use of my likeness and voice for information purposes in connection with videotaping.

(All participants in the video must sign below. (If the participant is under 18 years of age, this release must be signed by the parent(s) or guardian(s) of each individual minor.)

Participant signature	Parent/Guardian signature	Date

Contest Rules



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CONTEST RULES

National Public Health Week is April 5-11, 2010. The theme of National Public Health Week is "A Healthier America: One Community at a Time."

The Cowlitz County Health Department is sponsoring a Public Service Announcement Contest. A public service announcement, or PSA, is a 30-second video advertisement that tries to persuade an audience to take or not take a specific action or to raise awareness about a specific issue. The Health Department is asking for your PSA on a topic related to the National Public Health Week theme.

Express your message in a 30-second (or less) video PSA about a public health issue. Use your creativity! Fill out Registration form (see other side), sign Media Consent, and submit a PSA on a health issue that is of interest to you and your community. If you are under the age of 18, parents or legal guardians must also sign the registration form and photo permission form. Any entry containing nudity or profanity will be disqualified.

Topics could include emergency preparedness, increase childhood vaccinations, cancer, coronary heart disease and stroke, diabetes, smoking, obesity, physical activity, injury prevention, teenage pregnancy, sexually transmitted infections, drugs and alcohol, mental health, health disparities (inequalities), food safety, clean water, recreational water safety, animal bite prevention.

Copyrighted music or images may not be used unless you own the copyright or have a license to use the material for this contest.

The winning PSA(s) will be shown on the Health Department's website during National Public Health Week and for 60 days after the end of the contest. The winning PSA(s) also will be broadcast by KLTW during National Public Health Week.

There is no entry fee. **The deadline for receiving entries is March 26, 2010.** You must be a Cowlitz County resident to enter the contest.

Videos may be sent by either:

- E-Mail - (must be 30 seconds or less and 10 MB or smaller) psacontest@co.cowlitz.wa.us
- or
- US Mail - CD/DVD to: PSA Contest, Cowlitz County Health Department , 1952 9th Avenue, Longview, WA 98632

Questions may be directed to April Stewart at 360-414-5586.