

# SAFELINE

814-456-SAFE

## SAFELINE High School Video Contest ENTRY PACKET

### CALL FOR ENTRIES:

Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health have partnered to develop SAFELINE's first-ever video contest for high school students in Erie, Pennsylvania, in the spring of 2012! We are looking for original videos that are no more than five minutes in length and demonstrate positive, creative solutions to bullying and other difficult emotional or social issues that many teenagers go through.

Entrant videos will be posted on SAFELINE's YouTube Channel to promote awareness of the cause. Winners will receive great prizes and be recognized at an Erie SeaWolves baseball game (TBA). **Better hurry, though – entries must be postmarked by Monday, February 27, 2012!**

**For more information about SAFELINE or to download a copy of the SAFELINE High School Video Contest entry packet, please visit [www.StudentSafeline.org](http://www.StudentSafeline.org).**

*Questions about the contest? Contact:*

**Michelle Eidenmuller**, [michelle.eidenmuller@shbh.org](mailto:michelle.eidenmuller@shbh.org)  
**Dana Scarpino**, [scarpinodm@upmc.edu](mailto:scarpinodm@upmc.edu)

### ELIGIBILITY:

All students\* in grades nine through 12 who attend any of the Erie area high schools listed in this section are eligible to enter the contest. Students who may be interested in participating include those taking classes in psychology, sociology, life skills, health and wellness, theatre production, digital communications, art, A/V technology, etc. Entrants may work individually, or in teams of up to four people. All Entrants must be sponsored by a teacher, whether they work individually or in a group.

**Entrants must be students at one of the following high schools:**

Cathedral Preparatory School	McDowell Senior High School
Central Tech High School	Mercyhurst Prep High School
Corry Area High School	North East High School
East High School	Northwest PA Collegiate Academy

Fairview High School	Northwestern Senior High School
Flagship Transition School	Perseus Charter School of Excellence
Fort Leboeuf High School	Seneca High School
General McLane High School	Strong Vincent High School
Girard High School	Union City Middle/High School
Harbor Creek Senior High School	Villa Maria Academy
Iroquois Senior High School	

*\*Students whose parents/guardians are employed by Safe Harbor Behavioral Health, UPMC Health Plan and/or Community Care Behavioral Health are not eligible to participate in this contest.*

### VIDEO CONTENT:

SAFELINE will look for creativity and unique thought processes in the writing, filming, acting, editing and production of your video. However, all videos must be no more than five minutes in length, and follow three main guidelines for content:

- Address an emotional or social issue/situation\* that a teenager might go through.
- Identify a healthy solution to the issue or situation.
- Demonstrate ways in which the teenager could work toward achieving the solution.

It is not mandatory that SAFELINE be depicted as the solution to the problem identified in the video, and videos that do not show SAFELINE as a solution will not be disqualified.

While not required, additional concepts that Entrants may want to consider portraying in their video include: (1) barriers that could hinder progress toward the solution and how to overcome those barriers; (2) the consequences of not working toward a healthy solution to the problem; (3) immediate and/or long-term emotional and mental distress an affected teenager might feel as a result of the situation; (4) how the emotional or social issue might affect the attitudes of other people who witness it; (5) other outlying factors which contribute to the issue and its solution.

*(Continued on Page 2)*

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Videos must be family-friendly – no gratuitous sex, violence, profane language or other inappropriate or offensive material not suitable for viewing by the general public. SAFELINE will reserve the right to remove and disqualify any offensive videos, or videos that do not meet the theme / criteria for the contest.

Videos may represent any genre of film, including: non-fiction, documentary, narrative, comedy, mystery, horror, thriller, action/adventure, cartoon/animation, abstract, science fiction, or fantasy, among others.

*\*Examples of emotional or social issues/situations: Bullying and/or taunting by peers, teen pregnancy, abusive family members, bitter or abusive romantic relationships, drug and/or alcohol addiction, death of a close friend or family member, personal tragedy, feelings of loneliness, depression and anxiety, etc.*

## JUDGING CRITERIA:

A panel of five judges, comprised of college interns at Safe Harbor Behavioral Health, will score all entries based on the following criteria:

- **Video Content (5 points):** How effective is the film at incorporating the guidelines for video content?
- **Creativity and Originality (5 points):** How unique are the ideas presented in the film? Does the film deliver the message in a way that teens can relate to?
- **Accuracy and Approach (4 points):** How realistic is the portrayal of the emotional or social problem or situation and its solution? Is it apparent that the Entrant put thought into the video's approach?
- **Production Quality (3 points):** Was the film well-produced? Was the dialogue easy to hear and images easy to see?
- **Technology (3 points):** How well did the Entrant(s) use the technology and other resources available to them?
- **Adherence to Entry Rules (up to 2 penalty points)**

A perfect score is 20 points. Entries that receive a total of 14 points or more will be considered Finalists, and will be eligible to compete for the top prizes. In the event of a tie for one of the prizes, the judges will conduct a tie-breaker round of judging. Winners will be selected and notified by mail no later than March 31, 2012.

## PRIZES:

All winners will be recognized at an Erie SeaWolves baseball game. Teacher Sponsors of a winning entry will receive a \$100 Visa Gift Card to support their classroom budget. All Entrants will receive a certificate of recognition for their entry and Finalists will compete for the following prizes:

### Grand Prize (1)\*

- iPod Touch
- \$50 iTunes Gift Card
- Kodak EasyShare Digital Camera

### Second Place (1)\*

- Kodak EasyShare Digital Camera
- \$50 Gift Card\*\*

### Third Place (1)\*

- \$50 Gift Card\*\*

*\*Each individual on a team will receive his/her own prize. Prizes are subject to all applicable taxes.*

*\*\* Second and Third Place winners may choose from the following gift cards: Barnes and Noble, Country Fair Gas Card, Game Stop, iTunes, Millcreek Mall, Target, Wal-Mart.*

## TERMS AND CONDITIONS OF ENTRY:

By entering, Entrant represents and warrants that any videos and other materials submitted as part of Entrant's contest entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such videos and other materials. In addition, by entering, Entrant grants to SAFELINE, Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health ("Partners") an exclusive, non-revocable worldwide, royalty-free, perpetual license to edit, publish, promote, produce, publicly display, sell, republish, alter, edit, and make derivative works at any time and otherwise use Entrant's submitted video, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, in any and all media, now existing or developed in the future, for any purpose, including without limitation editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law).

Entrant releases SAFELINE and its Partners from any and all claims of any kind or nature whatsoever arising from the use of the Entrant's video or information about the Entrant or Entrant's participation in the SAFELINE High School Video Contest, including, but not limited to, those based upon defamation (including, but not limited to, libel and slander) invasion of privacy, right of publicity, copyright or any other personal and/or property rights. Entrant agrees that they will not now, nor in the future, assert or maintain any claims against SAFELINE or its Partners.

SAFELINE and its Partners can broadcast or decline to broadcast, or use or decline to use, any submitted video at their sole discretion. In turn, the Entrant still retains the rights to use and broadcast their video.

*(Continued on Page 3)*

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Entrant videos may be posted on YouTube. Entrants should refer to YouTube's terms and conditions when creating their entry. Visit <http://www.youtube.com/t/terms> for more information.

## ENTRY REQUIREMENTS:

### Documentation:

Entrants are required to submit documentation of permission to use materials not original to the video, including images, pictures, designs, text, audio clips, music clips, video clips, etc.

Entrants are required to submit documentation of permission to film any recognizable locations or landmarks that appear in the video.

### Entry Forms:

A completed Contest Entry Form with a Teacher Sponsor signature must accompany every entry.

Entrants must complete a Student Entry Form, identifying them as a participant in the contest. Entrants who are under the age of 18 must also have a parent or guardian sign their entry form.

Anyone may appear in the video (students, teachers or other adults, family members, etc.). However, all who appear must fill out a Talent Release Form. Anyone who appears in the video and is under the age of 18 must also have a parent or guardian sign their Talent Release Form.

Entrants may submit as many videos as they want, but a separate Contest Entry Form, Student Entry Form and appropriate release forms must accompany each entry.

### Additional Rules:

Entrants are responsible for supplying their own video equipment and materials and for covering any costs incurred with the creation and entry of their video into the competition.

### The final entry must:

- Be burned to a DVD or CD-R.
- Not exceed five minutes in length (not including title screen and credits).
- Open with a title screen that includes the name of the video, the name of the school which the Entrant(s) attends, and the individual names of the Entrant(s).
- Be packaged with all required entry materials, including Student Entry Forms, Talent Release Forms, documentation

of permission to use copyrighted materials, and signatures of parents/guardians and teachers, where appropriate.

- Be postmarked on or before the deadline of **Monday, February, 27, 2012.**

Send completed entries to:

**SAFELINE High School Video Contest**  
**Safe Harbor Behavioral Health**  
**2560 West 12th Street**  
**Erie, PA 16505**

## ABOUT SAFELINE:

*SAFELINE opened on March 1, 2011. SAFELINE was developed by a partnership of Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health as a way to help pre-teens and teens in the Erie, Pennsylvania, area address serious problems in their lives. A free, 24/7/365 hotline with additional on-ground counseling and support programs, SAFELINE is a trusted resource for youth to seek relief when they feel there is nowhere else to turn. SAFELINE focuses on issues such as bullying, teen pregnancy, abuse, dating concerns/abuse, peer pressure and mental health issues. Pre-teens and teens are encouraged to call 814-456-SAFE if they are feeling misunderstood, overwhelmed, or just need to talk to someone. For more information about SAFELINE, please visit [www.StudentSafeline.org](http://www.StudentSafeline.org).*

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# STUDENT ENTRY FORM

TYPE OR PRINT CLEARLY. ALL INFORMATION IS REQUIRED.

EACH STUDENT ENTRANT, WHETHER WORKING INDIVIDUALLY OR IN A TEAM, MUST COMPLETE AND SUBMIT A "STUDENT ENTRY FORM."

First Name

Last Name

Phone

Address

E-Mail

City, State, ZipCode

Grade, Age

Teacher Sponsor

Title of Video

## ENTRANT AGREEMENT:

By entering, Entrant represents and warrants that any videos and other materials submitted as part of Entrant's contest entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such videos and other materials. In addition, by entering, Entrant grants to SAFELINE, Safe Harbor Behavioral Health, UPMC Health Plan and Community Care Behavioral Health ("Partners") an exclusive, non-revocable worldwide, royalty-free, perpetual license to edit, publish, promote, produce, publicly display, sell, republish, alter, edit, and make derivative works at any time and otherwise use Entrant's submitted video, along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, in any and all media, now existing or developed in the future, for any purpose, including without limitation editorial, promotional or advertising purposes, without further permission, notice or compensation (except where prohibited by law). Entrant releases SAFELINE and its Partners from any and all claims of any kind or nature whatsoever arising from the use of the Entrant's video or information about the Entrant or Entrant's participation in the SAFELINE High School Video Contest, including, but not limited to, those based upon defamation (including, but not limited to, libel and slander) invasion of privacy, right of publicity, copyright or any other personal and/or property rights. Entrant agrees that they will not now, nor in the future, assert or maintain any claims against SAFELINE or its Partners. SAFELINE and its Partners can broadcast or decline to broadcast, or use or decline to use, any submitted video at their sole discretion. In turn, the Entrant still retains the rights to use and broadcast their video.

## STUDENT SIGNATURE:

By signing this form, you agree to all of the above and acknowledge that your submission adheres to all SAFELINE High School Video Contest rules, and that your video may be posted on SAFELINE's YouTube channel.

Student Signature

Printed Name

Date

## PARENT / GUARDIAN SIGNATURE (IF ENTRANT IS UNDER AGE 18):

By signing this form, you agree to all of the above for yourself and on behalf of your child and acknowledge that your child's entry adheres to all SAFELINE High School Video Contest rules. By signing this form, you also (1) consent to your child's participation in the Contest; (2) agree that SAFELINE and its Partners are exempt from all liability, including, but not limited to those described in the Entrant Agreement above, arising from your child's participation in the Contest.

Parent / Guardian Signature

Printed Name

Date

Parent / Guardian Phone Number

Parent / Guardian E-Mail

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# CONTEST ENTRY FORM

TYPE OR PRINT CLEARLY. ALL INFORMATION IS REQUIRED. A "CONTEST ENTRY FORM" MUST BE SUBMITTED WITH EACH ENTRY.

Title of Video

Length of Video – Minutes : Seconds (including title and credits)

Length of Video – Minutes : Seconds (without title and credits)

Equipment Used (camera, digital editing programs, costumes, makeup, lighting, audio programs, etc.)

Statement of Purpose

In the space provided below, please include a brief statement that explains your approach to creating your video.

## COPYRIGHT AND RELEASE REQUIREMENTS

If your video includes any music or materials created by someone other than yourself (images, pictures, designs, text, audio clips, music clips, video clips, etc.), you must provide proper documentation of permission from the owner of the material for you to use the material in your video. If the material is considered to be in the "public domain," please attach appropriate documentation.

Please attach documentation that provides permission for:

- Any copyrighted material, or material created by someone else and not original to the film.
- Anyone who appears in your film
- Any recognizable private locations (e.g., storefront, church, restaurant, etc.)

## TEACHER AUTHORIZATION

By signing this form, you acknowledge that you have reviewed this submission and it adheres to all SAFELINE High School Video Contest rules.

Teacher Signature

Printed Name

Date

Teacher Phone

Teacher E-Mail

Please mail this completed entry packet, along with the video burned to a DVD or CD-R, all required release forms, signatures and material documentation to: **SAFELINE High School Video Contest, Safe Harbor Behavioral Health, 2560 West 12th Street, Erie, PA 16505. Entries will not be returned.**

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Page 5

# TALENT RELEASE FORM

I, the undersigned, understand that \_\_\_\_\_ [NAME OF ENTRANT] is producing a video tentatively titled \_\_\_\_\_ [TITLE OF VIDEO] for entry into the SAFELINE High School Video Contest. I have been informed and understand that my name, likeness, image, voice, appearance and/or performance is being recorded and made a part of the video.

I authorize the Entrant, SAFELINE and its Partners to use my name and to use, reproduce, edit, exhibit, project, display, copyright, and publish photography images and/or moving pictures and/or videotaped images of me with or without my voice, or in which I may be included in whole or in part, photographed, taped, videotaped, and/or recorded, and to circulate the same in all forms and media for art, advertising, trade, competition of every description and/or any other lawful purpose whatsoever. I also consent to the use of any printed matter in conjunction therewith.

I agree that the Entrant shall have complete ownership of the video in which I appear, including copyright interests, and I acknowledge that I have no interest or ownership in the video or its copyright.

I agree that I will not assert or maintain against the Entrant, SAFELINE or its Partners, any claim, liability, demand, action, cause of action or suit of any kind whatsoever, including but not limited to those grounded upon invasion of privacy, rights of publicity or other civil rights, or for any other reason in connection with the use of my likeness as authorized in this release. I release the Entrant, SAFELINE and its Partners from and against any and all claims, liabilities, demands, actions, causes of action, suits, costs and expenses whatsoever, at law and in equity, known or unknown, anticipated or unanticipated, which I ever had, now have or may, or shall hereafter have reason, matter, cause, or thing arising out of your use as herein provided.

I understand that I am to receive no compensation for my appearance in this video.

## TALENT SIGNATURE

By signing this form, you acknowledge you have read the foregoing and fully understand its meaning and effect.

**Talent Signature**

**Printed Name**

**Date**

**Parent/Guardian Signature (if talent is under age 18)**

**Printed Name**

**Date**

**Address**

**Phone**

**E-Mail**

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