



## VIDEO CONTEST RULES

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### 1. BACKGROUND, ELIGIBILITY, AND TIMELINE

Fight the Enemy is a tobacco counter marketing video contest. The contest aims to change attitudes about tobacco by framing tobacco use as the “enemy” that hurts our friends, families, health, and fitness. Teens are encouraged to submit creative and innovative short (up to 29 seconds) advertisements that advocate against tobacco and the need to “fight the enemy” to keep it “off the streets.” The theme for Fight the Enemy 3.0 is “E-cigarettes: Can You See Through the Smoke?” Teens are encouraged to advocate against tobacco products and think skeptically about claims that e-cigarettes are a “safe” form of tobacco. Video submissions can address any tobacco theme, not just e-cigarettes. Extra points will be awarded to videos that use out-of-the-box thinking and/or address the use of e-cigarettes.

The contest is sponsored by Operation Live Well, the Department of Defense (DoD) program responsible for operationalizing the National Prevention Strategy of improving Americans’ health and well-being, and the Total Force Fitness framework for building and maintaining health, readiness, and performance in the DoD.

**Eligibility:** Teenagers (13-18) related to a DoD, Coast Guard, or National Guard civilian or Service member may enter the contest. If submitting as a team, at least one individual in the team must be a family member of a DoD, Coast Guard, or National Guard civilian or Service member.

**\*PLEASE NOTE:** There is no limit to the number of teens who can appear in the video; however, a team can consist of no more than four (4) members.

Video entries must be accompanied by two completed forms: a completed entry form (*See Attachment A*) and a talent release form for each individual featured in the video (*See Attachment B*). The video submission must meet the requirements outlined in *Section 4: Video Requirements and Use*. Please email [DHA.FightTheEnemy@mail.mil](mailto:DHA.FightTheEnemy@mail.mil) if you are unsure of your eligibility or have any questions.

#### Voting Timeline

- **Contest Entry Period:** Contest begins at 7:00 am EST on September 1, 2015, and ends at 11:00 PM EST on November 8, 2015.
- **Service Round Voting:** November 9, 2015 – November 13, 2015
  - Each Service judging panel will nominate 1-2 finalists for public voting.
- **Public Voting:** November 9, 2015 – November 15, 2015
  - The top five videos with the most votes on November 15 will advance to leadership panel voting.
- **Leadership Panel Voting:** November 16, 2015 – November 18, 2015
  - A panel of leaders from DHA will pick the overall winner from the 5 public voting finalists.

This winner will be communicated on the Great American Smokeout Day, November 19<sup>th</sup>.

## **2. SUBMISSION GUIDELINES**

**Terms of Submission:** By submitting this video, you confirm that the parent or legal guardian of any minor who appears in your submission has given permission for them to appear. If you are under 17, you must have your parent or legal guardian's consent to enter the contest and ensure that your parent or guardian has read and agreed to these terms before you submit your entry.

**How to Enter:** Upload your video to YouTube.com. Email the following to [DHA.FightTheEnemy@mail.mil](mailto:DHA.FightTheEnemy@mail.mil) with the subject title "Fight the Enemy Contest Entry":

- The link to your YouTube video entry
- Your completed entry form, and
- Your talent release form, one for each individual featured in the video (*See Attachments A and B below for submission forms*)

**Submission Forms:** Both submission forms are required for entry. Make sure your legal or Parent Guardian signs both forms.

- Entry Form – certifies the work as that of the entrant and transfers to DoD copyright rights. *See Attachment A.* Only one form is needed per team / video entry.
- Talent Release Form – gives permission by any participant depicted in the video, except video filmed at public events. *See Attachment B.*  
\***PLEASE NOTE:** One form is needed per person featured in the video.

**Judging Criteria:** Winners will be chosen considering the following criteria:

- Supports anti-tobacco theme and/or skepticism towards e-cigarettes
- Originality
- Creativity
- Message clarity
- Potential impact (video that is compelling, inspiring, instructive, shareable)
- Adherence to the contest rules

## **3. PRIZES:**

**Disclaimer:** The prize(s) that may be awarded to winner(s) are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be claimed within 90 days of winner announcement. If a winner cannot be contacted or is disqualified after announcement, DoD reserves the right to determine an alternate winner and award the prize to this chosen entity.

**Best Participation:** The Service with the most entries will receive recognition from leadership.

**Overall Winner:** Win recognition from leadership and have your video publicized! The winning video has the possibility to be featured in articles, aired on DoD sites, and streamed on the Armed Forces Network. This depends on the technical requirements and may involve "re-shooting" the video to meet standards.

Overall winners will also receive scholarships, which will be equally divided between the official team members (up to 4 members).

- First prize: \$1500 in scholarships
- Second prize: \$750 in scholarships
- Third prize: \$250 in scholarships

**4. VIDEO REQUIREMENTS:** All contestants must submit a video that:

- Is 29 seconds in length.
- Is uploaded to YouTube.com. You can use your iPhone, digital camera, school technology, or create an animation video.
- Does not negatively portray or cast doubt on DoD policy leadership, or imagery. This will be based on the judgment of the Sponsor.
- Does not include any content that is profane, indecent, obscene, hateful, slanderous, libelous, discriminatory, threatening, violent, grotesque, tasteless, racist, or overly graphic. This will be based on the judgment of the Sponsor. Contestants are encouraged to be creative and may use humor or satire in good taste, but the video should approximate the standards of a TV-PG or TV-G rating. Any questions on the propriety of a video concept may be directed to [DHA.FightTheEnemy@mail.mil](mailto:DHA.FightTheEnemy@mail.mil).
- Is suitable for public release: No video may contain classified information; all videos must comply with OPSEC regulations. The videos must not conflict with established DoD or Federal Government policies or programs, and they must comply with applicable laws and regulations. Prior to posting for public voting, all videos will be reviewed by a public affairs officer on the contest team to confirm suitability for public release. The Sponsor reserves the right to disqualify any video that we deem unsuitable for public release.
- Is entirely the original work of the entrant and must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, intellectual property rights, or material that constitutes copyright or license infringement. You are not allowed to reproduce another's work. Entrants must be especially aware of the copyright rights of others, since the unauthorized use of a copyrighted work may result in legal action. This includes the music used for production. If your work is inspired or based on someone else's theme, please provide proper attribution.
- Does not use commercially produced music, unless the entrant has obtained written copyright release for the product. The written documentation must be submitted with the entrant package. Music owned by the U.S. Government may be used without restrictions.
- Only uses government video/photographs as supporting footage, unless the entrant has obtained written copyright release for the video footage. The written documentation must be submitted with the entrant package. Do not advertise any brands in the footage.
- Conforms to all applicable Military Service policies, copyright law ([www.copyright.gov](http://www.copyright.gov)), and any other applicable federal laws.
- Is primarily in English. If another language is used, English subtitles must be used in the video.
- Does not include in the video any personally identifiable information about any person (e.g., full name, address, social security number, etc.).

**Use of Videos:** The Sponsor may use the contest videos in future DoD tobacco counter marketing campaigns. The videos may be used without modification, or some or all of the video concepts may be adapted for future production. By signing the Entrant Form, each Contestant consents to providing DoD with a perpetual, irrevocable, royalty-free, non-exclusive worldwide license to use the video submission, including copying it for use, distributing it, displaying or performing it publicly, creating derivative works of the video submission, and licensing others to do so. This license includes posting or linking to the video submission on official DoD websites and websites of others who have agreed to promote DoD tobacco counter marketing. The license also authorizes making it available for use by the public.

**5. DISCLAIMER:** The views expressed in video entries are those of the contestant's and do not necessarily represent the views, opinions, or positions of DoD and should not be attributed as such. Brand names, logos and trademarks used herein remain the property of their respective owners. The presence of any logos or branding in video submissions does not imply any endorsement or direct affiliation with any of the represented companies or brands.

## **6. RESOURCES:**

**Contest Questions:** Contact [DHA.FightTheEnemy@mail.mil](mailto:DHA.FightTheEnemy@mail.mil)

**Learn about effects of Tobacco:** <http://www.ucanquit2.org/>

**Learn about Operation Live Well:** <http://www.health.mil/Military-Health-Topics/Operation-Live-Well>

### **E-Cigarette Resources**

- [BeTobaccoFree.gov](http://BeTobaccoFree.gov)
- [SmokeFree.gov](http://SmokeFree.gov)
- [National Institute of Health, National Institute on Drug Abuse](http://NationalInstituteofHealth.gov)
- [U.S. Food and Drug Administration](http://U.S.FoodandDrugAdministration.gov)

***WE'RE EXCITED TO SEE YOUR VIDEOS!***



## ATTACHMENT A: Entry Form

**(Circle one)**

**INDIVIDUAL    TEAM**

Team Name (if applicable): \_\_\_\_\_

Service: \_\_\_\_\_

Affiliated Base: \_\_\_\_\_

Team Point of Contact: \_\_\_\_\_ Team Point of Contact Phone #: \_\_\_\_\_

Team Point of Contact Email: \_\_\_\_\_

YouTube Entry Link: \_\_\_\_\_

<b>Team Member Names</b>			
<b>Name</b>	<b>Age</b>	<b>Related to a DoD, USCG, or National Guard civilian or Service member?</b>	<b>School</b>

**What is the name of your video?**

**Please describe the concept of your video (max 100 words):**

**Individual Name or Team Name:** \_\_\_\_\_

As the Contestant in the DoD Fight the Enemy Video Contest (hereafter referred to as “the contest”), I/we certify that I/we have read and agree to all of the contest rules and agree to all of the following on this page.

The Contestant is the sole author and owner of this video submission. The Contestant provides DoD with a perpetual, irrevocable, royalty-free, non-exclusive worldwide license to use the video submission, including copying it for use, distributing it, displaying or performing it publicly, creating derivative works of the video submission, and licensing others to do so. This license includes posting or linking to the video submission on official DoD websites and websites of others who have agreed to promote DoD tobacco counter marketing. The license also authorizes making it available for use by the public.

Liability: The Contestant agrees to assume any and all risks and waives claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property (including any damage that may result from a virus, malware, etc. to DoD systems utilized to play the video), whether direct, indirect, or consequential, arising from Contestant’s participation in the video competition, whether the injury, death, damage, or loss arises through negligence or otherwise. The Contestant shall be liable for, and shall indemnify and hold harmless the Government against, all actions or claims for any claim, demand, judgment, or other allegation arising from the alleged violation of an individual’s trademark, copyright, or other legally protected interest in the video submitted in this competition.

Publicity: Participation in the video contest constitutes the winner’s consent to use of the winner’s name, likeness, photograph, voice, and opinions by the Sponsor and/or DoD agents for promotional purposes to any media, worldwide, without further payment or consideration.

In addition, the Contestant certifies that the video submission:

- Does not infringe upon any copyright or any other rights of any third party of which the Contestant is aware.
- Is free of malware.
- Is unclassified and releasable to the Department of Defense for public exhibition. Meets
- the contest criteria in DoD Tobacco Counter Marketing Video Competition Rules.

<b>Individual Name</b>	<b>Individual Signature</b>	<b>Legal Guardian Name</b>	<b>Legal Guardian Signature</b>

## Attachment B: Talent Release Form

The United States Government has requested that I grant, release, and discharge certain rights arising from my participation, or the participation of an infant or minor child for whom I execute custody, in a video or audio recording or presentation entitled:

" \_\_\_\_\_ ";

which is being made by or produced for the United States Government.

This grant, release, and discharge of said rights to the United States Government is made freely and without expectation of recompense of any kind, in full cognizance of the risks inherent in the operational techniques employed in the production, including, but not limited to, the focusing of lights upon me or the infant or minor child; and in contemplation of the reliance by the United States Government upon the rights herein granted and released.

I hereby grant and release to the United States Government the following rights:

- a) To use my name, or that of said infant or minor child, in any manner; photographs, likenesses, acts, poses, plays, and appearances made in connection with the said production to record, reproduce, amplify, simulate, filter or otherwise distort my voice or the child's voice and all instrumental, musical, and other sound effects produced by me or by the child; and to reproduce, duplicate, publish, exhibit, use or transmit the same or any parts thereof, by any means, in any manner and for any purpose whatsoever; and to do the same perpetually.
- b) To "double" or "dub" my voice, acts, poses, plays, and appearances, or those of the infant or minor child, and all instrumental, musical and/or other sound effects produced by me or said infant or minor child to such extent as may be desired by the United States Government.

This voluntary grant and release will not be made the basis of a future claim of any kind against the United States Government. I release and discharge the United States Government from any cause of action arising from my participation or the participation of the infant or minor child in the production.

This grant, release, and discharge shall inure to the benefit of the United States Government, and its officers, agents, servants, and employees when acting in their official capacities; and to persons, firms or corporations contracting with the United States Government, and their heirs, executors, administrators, successors, or assigns; and to any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the said production or any portion thereof.

The person or persons granting and releasing the rights set forth above are as follows:

<b>1. TALENT</b>		
<b>a. TYPED OR PRINTED NAME</b> <i>(Last, First, Middle Initial)</i>	<b>b. SIGNATURE</b> <i>(If under 18 years of age, parent or guardian must sign below.)</i>	<b>c. DATE</b> <i>(YYYYMMDD)</i>
<b>2. PARENT OR LEGAL GUARDIAN</b> <i>(Complete if talent is under 18 years of age.)</i>		
<b>a. TYPED OR PRINTED NAME</b> <i>(Last, First, Middle Initial)</i>	<b>b. SIGNATURE</b>	<b>c. DATE</b> <i>(YYYYMMDD)</i>
<b>3. WITNESS</b>		
<b>a. TYPED OR PRINTED NAME</b> <i>(Last, First, Middle Initial)</i>	<b>b. SIGNATURE</b>	<b>c. DATE</b> <i>(YYYY MMDD)</i>