

Wyoming Cancer Program's

VIDEO CONTEST

Information and Rules

The Cause: Radon

Radon is a colorless, odorless and tasteless gas and the second leading cause of lung cancer in the United States. This radioactive element comes from the ground and can enter homes and buildings through foundation openings. The only way to determine radon levels is to test.

The Goal: Raise Awareness

Harmful effects of elevated indoor radon levels are a problem. The solution is to reduce the number of homes with elevated levels of radon. This contest is designed to raise awareness for radon testing and inform Wyoming residents of the dangers of radon in their homes.

The Who: Students grades 9-12

Students grades 9-12 are eligible. They can be enrolled in a public, private, territorial, tribal, DoD or home school; or participate through a sponsoring club, such as an art, computer, reading or science club; scouting organization; or 4-H club.

The Prizes

First place: \$300 gift card and will be submitted to the National Radon Video Contest.

Second Place: \$200 gift card

Third Place: \$100 gift card

Most Views: \$100 gift card

All videos will be used for educational outreach on social media and the Wyoming Cancer Program's website.



Entries must be submitted by **November 15, 2023**

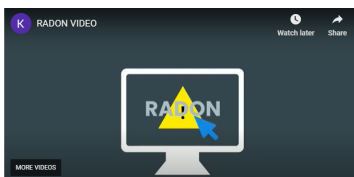
Radon Resources

- U.S. EPA: www.epa.gov/radon
- Centers for Disease Control and Prevention: <https://www.cdc.gov/radon>
- Radon Leaders: www.radonleaders.org
- National Radon Program Services: sosradon.org
- CRCPD: www.crcpd.org

Visit the Wyoming radon website to view last year's contest submissions at health.wyo.gov/radon or scan the QR code.



Last Year's Winning Video



Created by:
Jayde Harrington &
Kendal Mullen from
Newcastle High
School.

Contest Rules

Video Topics

Choose from the following topics:

- What is radon?
- Where does radon come from?
- How does radon get into our homes?
- Radon can cause lung cancer.
- Test your home for radon.
- Mitigating radon in your home.

Video Requirements

Video must meet the following requirements:

- Be original.
- Create a 30 second public service announcement or commercial-style video on any of the required topics that encourage residents to test and/or mitigate their homes for radon.
- Copyrighted characters, product logos, and trademarked or brand names cannot be used.
- Each applicant should include a signed release on the video submission form.

Judging Criteria

- Accuracy of the message in the video.
- Video follows the rules and guidelines.
- Creativity of the video.
- Originality of the video.
- Video content.

Submission Information

- All videos must include a submission form and video consent form.
- All required forms can be found at health.wyo.gov/radon.
- Videos must be uploaded to YouTube, then the link, along with all submission forms must be emailed to wdh.cancerservices@wyo.gov.

Tips for making a good video

- A good video will make people STOP, WATCH, and REMEMBER.
- Read the rules/guidelines carefully and follow the directions.
- Do some research about the topic. Go to the websites listed in this handout.
- Be sure the information you use is accurate, for example, not referring to radon as “poisonous.”
- Think of your video as a TV commercial on this topic.
- BE CREATIVE. Come up with a catchy idea or ideas.
- Use visuals that help to teach your idea or message.
- Ask others to critique your ideas and tell you what they think.
- Be sure all the words are spelled correctly.
- Use colors and fonts that are easy to read.
- Ensure the video is not shaky, unfocused, too dark, or too bright.
- Ensure the video has clear audio, not muffled or low quality.
- If using actors, have all participants speak clearly and at a volume where audio can be recorded clearly.
- Use lighting to ensure all faces, props, sets are visible, not too dark or washed out.

Getting Started

Follow these four simple steps to enter the 2023/2024 Wyoming Radon Video Contest

1. Get the details

Preview rules and guidelines, judging information, and radon links to aid in message development at health.wyo.gov/radon.

2. Make your video

Creativity and originality are highly encouraged as long as video promotes radon risk awareness and home testing. The following list of resources will aid in video development.

- <https://www.youtube.com/creators/>
- <http://www.bbc.co.uk/films/oneminutemovies/howto/>

3. Post your video

- If you have a YouTube account, login and upload your video to your account.
 - Send your contest entry form and the link to your YouTube video to wdh.cancerservices@wyo.gov.
- Once videos have been reviewed and deemed eligible by the administrators, the videos will be added on the Wyoming Cancer Program’s YouTube Channel [Radon Video Contest playlist](#).
- Videos will not be made viewable until release forms for each participant have been received by the Wyoming Cancer Program. If your video is not visible seven business days after submitting release forms, email wdh.cancerservices@wyo.gov.

4. Submit forms

- Entry Form: Complete the form available at health.wyo.gov/radon.
- Consent & Release Forms: Must be printed out and signed by student (if over the age of 18), or by parent (for students under the age of 18). Scan or take a picture of the form if you intend to submit it electronically.
- Submission: Submissions must be received or postmarked by November 15, 2023 at 5 p.m. MST. Video link MUST be emailed. Forms can be scanned or photographed and emailed in, or can be mailed.
 - E-mail: wdh.cancerservices@wyo.gov
 - Regular mail: Wyoming Cancer Program
122 W. 25th St., 3rd Floor West
Cheyenne WY 82002

