

Celebrating the Power of Rural in Arkansas Video Challenge 2013

Dear EAST Facilitator:

The Arkansas Department of Health Office of Rural Health and Primary Care (ORHPC) is proud to announce our *Celebrating the Power of Rural in Arkansas* video challenge 2013. This challenge invites elementary, middle, junior, and high school EAST Initiative student teams in Arkansas to film, star in and produce their own video depicting and celebrating health care in rural Arkansas. ORHPC is announcing this challenge as a part of our celebration of National Rural Health Day, November 21, 2013. We hope you will consider incorporating this unique project into your lesson plans for the upcoming school year.

It is designed as a team project. Students are asked to assemble a team, research health care in rural Arkansas, and put it all together into a 60-second video. The winning entry will receive a \$250 gift card to purchase media equipment or supplies for their school's program. The winning entry will also be featured during an event in Little Rock scheduled the week of November 18-22, 2013.

A selection panel will review all entries to determine the winning video. Entries will be judged on quality, creativity, and relevance to current topics of interest in the field of rural health care. All qualified entries must be received by 3:00 p.m. on **Tuesday, October 15, 2013**. **No entries will be accepted after this date and time.**

This video challenge is just one event planned during the week of November 18-22, 2013 to celebrate rural Arkansas. We hope you will find this to be a fun and educational assignment for your students. For questions or additional information, please contact Jacqueline Gorton at Jacqueline.gorton@arkansas.gov or (501) 661-2494.



Arkansas Department of Health



Celebrating the Power of Rural in Arkansas Video Challenge 2013

Rules and Entry Information

STEP ONE

- Gather your team of students.
- Your video can reflect any rural area located within Arkansas including but not limited to primary care, hospitals, clinics and other health related topics.
- Select a rural community to highlight and celebrate in your video.
- Shoot your video and edit it to 60 seconds or less.
- Burn your file to a DVD in one of the following formats: **.mov, .mp4, .mpg/mpeg, .wmv**. Your file must be saved in its full-sized format. Remember to save the original file of your video
- Label your DVD with your team name, video name, and school name and location.

STEP TWO

- A signed entry form must be submitted with each video.
- Each participating student must submit a talent release form signed by a parent or legal guardian.
- Each person depicted in the video must sign an authorization for visual and audio reproduction form
- After your team completes the video, each team member must fill out a feedback form on how the project increased your awareness of rural health care in Arkansas.

STEP THREE

- Submit the signed entry form, talent release forms, authorization for visual and audio reproductions forms, and feedback forms along with the DVD no later than **3:00 p.m. Tuesday October 15, 2013 to:**
 - **Arkansas Department of Health/Office of Rural Health and Primary Care**
 - **Attn: Jacqueline Gorton**
 - **4815 West Markham, Slot 22**
 - **Little Rock, AR 72205**
- The winning EAST Facilitator will be notified by November 1, 2013.
- The winning video will be featured during an event scheduled the week of November 18-22, 2013.

QUALIFICATION CRITERIA

No professional production or post-production assistance is allowed. Videos will be disqualified if the length exceeds 60 seconds. The video must identify the Arkansas rural community celebrated in the video.

Submission must be accompanied by signed authorization for visual and audio reproductions forms for each individual depicted in the video. Any submissions received after **3:00 p.m. Tuesday October 15, 2013** will be considered late and will not be accepted. A selection panel will judge the submissions, and their decision will be final. Judging will be based on the following criteria:

- Creativity
- Quality of overall production
- Relevance to current topics of interest in the field of rural health care

All entries will become the property of the Arkansas Department of Health (ADH). ADH is not responsible for late or lost entries. Any entry submitted, including the winning school and its students may be featured in news releases, advertising, or other media and publicity efforts by the Arkansas Department of Health Office of Rural Health and Primary Care.



Arkansas Department of Health



Celebrating the Power of Rural in Arkansas Video Challenge 2013
Entry Form

The purpose of this challenge is to highlight and celebrate the important aspects of rural health in Arkansas. The video can reflect any rural areas located within Arkansas including but not limited to primary care, hospitals, clinics and other health related entities. A completed entry form must accompany each entry and an EAST Facilitator must sign the completed form. Additional forms can be found at:
www.healthy.arkansas.gov/programsServices/hometownHealth/ORHPC

Team Name: _____ Video Name: _____

School Name: _____

School Address: _____

City: _____ State: _____ Zip: _____ County: _____

EAST Facilitator Name: _____ Phone: _____

Facilitator E-mail: _____

Facilitator Signature: _____

Description of software/hardware used to develop the video: _____

Total number of hours spent to create and produce the video: _____

A brief description of the video (including the name of the community highlighted in the video):

Please list all students first and last names that contributed to the video:

Mail DVD and all completed forms to: Arkansas Department of Health, Office of Rural Health and Primary Care
4815 West Markham, Slot 22, Little Rock, AR 72205
Attn: Jacqueline Gorton
For questions call: 501-661-2494

Note: By signing this entry form, you are consenting to the use of the produced video and/or concept for advertising and publicity without further compensation by the Arkansas Department of Health.



Arkansas Department of Health



TALENT RELEASE

I do hereby give and grant the Arkansas Department of Health ownership rights to any and all footage videotaped for the 2013 *Celebrating the Power of Rural in Arkansas* video challenge 2013.

Print Student's Name

Print Parent's Name

Parent's Signature

Date



Arkansas Department of Health



***Celebrating the Power of Rural in Arkansas* Video Challenge 2013
Feedback Form**

Each student involved in the video production must submit a feedback form in order for the video to qualify for judging.

Student Name: _____
Student Grade: _____
Video Name: _____
Team Name: _____
School Name: _____
City: _____
County: _____
EAST Facilitator Name: _____

1. How did you hear about the *Celebrating the Power of Rural in Arkansas* video challenge? (Circle one)
Teacher, Parent, EAST Facilitator, Classmate, Online, Other

2. If other, please explain:

3. Briefly discuss how your team decided on the rural health care topic depicted in your video.

4. Did this project increase your awareness of health care issues affecting rural Arkansans? (Circle One)
YES NO

5. If yes, please briefly describe what you learned:

Feedback forms should be mailed with the DVD, entry form, authorization for visual and audio reproductions, and talent release forms to: Arkansas Department of Health, Office of Rural Health and Primary Care, attn.: Jacqueline Gorton, 4815 West Markham, Slot 22, Little Rock, AR 72205



Arkansas Department of Health



