



Arizona Preparedness Month Video Contest

The Arizona Emergency Information Network (AzEIN) is celebrating Arizona Preparedness Month with an inaugural video contest.

Your challenge is to **Show us what you're doing to get prepared** at home, in the classroom or at work. Tell your story in your voice. Help us persuade Arizona to get "all hazards" ready for common emergencies and disasters like extreme heat, monsoon thunderstorms and flash floods.

Eligibility:

The Video Contest is open to Arizona residents age 13 and older. Participants cannot be nor have an immediate family member employed at the Arizona Department of Emergency and Military Affairs (DEMA).

Requirements:

1. Videos must be no longer than 60 seconds long.
2. The video must be original. It cannot have been submitted to a previous promotion or contest.
3. The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or license infringement.
4. The video must not advertise suppliers, manufacturers, or commercial products or services;
5. The video must not contain offensive, indecent, obscene, hateful, defamatory, slanderous or libelous material;
6. The video must not include material that promotes bigotry, racism, hatred or harm against groups or individuals or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; and
7. The video must not contain material that is unlawful, in violation of or contrary to Arizona laws or regulations.

Judges reserve the right to disqualify any entry that does not meet requirements.

Submission:

Contest submissions should be sent as a message to AzEIN on YouTube. You will need a YouTube account to "Send a Message."

How to "Send Message":

1. Click **Send Message** next to the AzEIN logo.
2. Title the message **2010 Video Contest**.
3. Write a message that includes your name and a summary of the video, including a title and its length.
4. Select your video from the **Attach a Video** dropdown window.
5. Click **Send Message** to submit.

You will also need to complete and e-mail a [Video Contest Submission Form](#) to azein@azdema.gov.

Participants that submit a video grant the Arizona Division of Emergency Management implicit right to reproduce and distribute video entries for later web, television and radio promotions.

Evaluation:

A panel will evaluate Video Contest entries according to three criteria:

1. Accuracy (50%) – How factual is the video? Does it present the right way to get prepared?
2. Originality (25%) – How creative is the video? Does it put in imaginative spin on the preparedness message?
3. Stickiness (25%) – How engaging is the video? Would others want to watch it, share it and take action?

The Prize:

Winners of the Arizona Preparedness Month Video Contest will have their entry shown over government video channels and earn the thanks of the entire Arizona emergency management community. In other words, we don't have prizes to award this year. We hope to in 2011. ☺