

# ATTENTION ULSTER COUNTY STUDENTS ... POWER UP TO FIGHT SMOKING AND WIN A NEW I-PAD!



Office of the County Executive  
**Michael P. Hein**  
County Executive



Ulster County Department of Health  
Dr. LaMar Hasbrouck  
Public Health Director

## Contest:

To create the best media message on the theme of: *"I/We Have the Power to Be - Smoke Free"*, in each of three media categories (video, radio and poster).

Your message should be positive and focused on the fact that 75% of students (3 out of 4) in Ulster County DO NOT smoke. By choosing not to let the tobacco companies, or anyone else, convince you to try or start smoking, you are empowering yourself and including yourself among the majority of smart young people who choose a healthy and tobacco free lifestyle.

## Categories:

### 1. Best 30 Second Video

- 30 second video must be between 28-30 seconds - and cannot exceed 30 seconds.
- Please pay attention to production quality (lighting, sound, graphics, etc.), as the winning video will be broadcast on cable TV and on the internet.
- Burn your video onto a playable DVD (for better quality for possible TV play) and send per delivery instructions on the back of this flyer OR upload to your You Tube account and e-mail us the link.

### 2. Best Radio Ad - 30 or 60 second ad

- 30 sec ad must be between 28-30 seconds. 60 sec ad must between 58-60 seconds – and cannot exceed 30 or 60 seconds.
- Please pay attention to audio quality, as winning ad will be broadcast on local radio stations
- Submit by e-mail as a high quality mp3 or Wave file format.

### 3. Best Poster

- 16 inches wide x 20 inches high (portrait orientation)
- Submit as high resolution jpeg or pdf (300 dpi minimum) or hand drawn in any medium



All of the instructions and rules you need to know are on the reverse side > > >

**Delivery Info:**

1. SEND AUDIO (Radio Commercial) and ELECTRONIC ARTWORK FILES BY E-MAIL, **BY THE CLOSE OF BUSINESS ON FRIDAY, OCTOBER 28, 2011**, TO BOTH OF THE FOLLOWING E-MAIL ADDRESSES. SUBJECT LINE: "Tobacco Free Contest"; PLEASE BE SURE TO INCLUDE YOUR CONTACT INFORMATION (Name, School, Phone #'s, etc.):

[HealthEd@co.Ulster.ny.us](mailto:HealthEd@co.Ulster.ny.us)  
[UCHealthEd@gmail.com](mailto:UCHealthEd@gmail.com)

2. MAIL OR DELIVER VIDEO/DVDs and HAND DRAWN ARTWORK, TO BE RECEIVED NO LATER THAN THE CLOSE OF BUSINESS ON FRIDAY, OCTOBER 28, 2011 TO:

**Ulster County Department of Health  
Health Education Unit  
300 Flatbush Avenue  
Kingston, NY 12401**

3. Upload your video entry onto YOUR You Tube account and e-mail us the link to the addresses above.

PLEASE BE SURE TO INCLUDE YOUR CONTACT INFORMATION (Name, School, Phone #'s, etc.) WITH EVERYTHING YOU SUBMIT.

**Note: The UCDOH is not responsible for damage to any files and materials sent to us and artwork cannot be returned.**

**Prizes:**

- An iPad for the winner of the best in each media category.
- Winning entries will be showcased online (website, You Tube, Facebook) and in an actual UCDOH radio and TV campaign, in the Mid-Hudson Valley region. The winning poster will be printed and distributed to schools throughout Ulster County.
- If you submit something as a team, up to 5 additional prizes per winning team will be made available (concert tickets and other cool stuff) and the winner of the I-Pad will be selected by random drawing from among all members of your team.

**Eligibility:**

- The contest is open to all (non-smoking) Middle and High School students in Ulster County.
- Relatives of any employee of the Ulster County Department of Health or of any of the three judges are ineligible.

**Additional Rules/Requirements:**

- All entries, must be received by mail, e-mail or hand delivery, by the close of business on Friday, October 28, 2011.
- Entries will be reviewed by a 3-judge panel of experts who will choose the best entry in each category. **The decision of the judges is final.**
- There are no prize substitutions and no cash value in lieu of prizes.
- All entries become the property of the Ulster County Department of Health. Contest winners, and all acting, photo, voiceover and production talent used in any of the winning entries, **MUST** sign a release allowing the Ulster County Department of Health to use the media content in paid and public service advertising campaigns. Failure of any of the contest entrant(s) or participating parties, to sign a release will disqualify the entry.