

GET REEL AD COMPETITION

OFFICIAL RULES

WHO IS ELIGIBLE:

Get Reel Ad Competition is open only to individuals who are legal residents of NWT, Nunavut and Yukon, and between the ages of 10 and 19 years old or enrolled in grades 6 through 12.

HOW TO ENTER:

FIRST: Complete and return the Get Reel Registration

SECOND: By April 15, 2012, send the following:

- Your Ad (on a DVD clearly titled)
- The Official Get Reel Entry Form
- A copy of the Talent Release Form

Smoke Screening Program Coordinator
Box 1320, Yellowknife, NT, X1A 2L9
Fax: (867) 873-4330
Email: smokescreening8@yahoo.ca

DEADLINE:

DVD'S must be received by April 15, 2012.

Make sure a copy (not the original) of the Talent Release form for the person(s) appearing in the ad is also attached to the entry. Ensure DVD has the youths name(s) and school written directly onto the disk.

ADDITIONAL REQUIREMENTS:

The commercial must be thirty (30) seconds in length, including any tag lines. Any elements in the students' submission, including without limitation music, audio, speech/voiceovers, stills, video, supers, or other audiovisual materials used must be 1) entirely original, created and performed by them or, 2) be in the public domain (i.e. not copyrighted).

Use of any elements, including without limitation music, audio, speech/voiceovers, video, stills, visuals, or other materials that are not original or in the public domain may result in disqualification of Submission, in the Departments of Health and Social Services' sole discretion.

SELECTION OF WINNERS:

ROUND 1: Using the participant and teacher emails provided on the entry form, the Contest Coordinator will invite participants to become a fan of the Get Reel Facebook page. All of the ads submitted for this contest will be placed on the Get Reel Facebook page for participants, their friends and family to view and "like" between May 1-20th. Total number of "likes" will help to determine the winning ads from the 3 territories, so make sure to become a fan of the page and help choose the top ads!

ROUND 2: Based on the overall popularity of the ads on the Facebook page (determined by the number of "likes" a given ad receives from "fans" of the Facebook page) as well as the judging criteria, a panel of judges in each territory will award prizes. 1 top prize of \$500 and 3 runner-up prizes of \$100 will be awarded in each territory (12 prizes awarded in total).



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JUDGING CRITERIA:

On or about May 31, 2012, an official judging panel made up of tobacco experts and filmmakers in each territory will use the following criteria to award prizes for top ads from their region:

- Creativity (40%)
 - Quality of the film-work and editing
- People's Choice (30%)
 - Based on number of "likes" the ad on the Get Reel Facebook Page before May 20, 2012
- Message (30%)
 - Most likely to encourage young people not to start using tobacco or, if they are currently using tobacco, to consider quitting in the future.

OWNERSHIP:

An entrant irrevocably grants the Northwest Territories, Nunavut and Yukon Departments of Health and Social Services the unconditional and perpetual right and permission to reproduce, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), the entrant's submission.

WINNER LIST:

Judges will announce a list of the grand prize and runner-up winners for all 3 territories on the Get Reel Facebook Page on May 31, 2012. Winners will also be notified through their teacher contacts.

PRIZES:

- The creators of the top winning ad from each of the three territories will be awarded \$500
- Three semi-finalists from each territory will be awarded \$100
- Prizes will be provided as pre-loaded VISA cards.

DEADLINES:

January 1	Registration is open to qualify for iPod touch
Ongoing	While quantities last iPod touch will be distributed to qualified entrants
April 15, 2012	All entries to be received
May 1, 2012	Entries posted on Facebook page
May 20, 2012	Count of Facebook "likes" complete for Judging Criteria
May 31, 2012	Announcement of winning ads