



**Announcing the American Diabetes Association's  
2<sup>ND</sup> Annual "*Diabetes Is...*"  
Student Video/PSA Contest  
Co-Sponsored by The Queen's Medical Center**

"The Queen's Medical Center has been an ally of the ADA for many years supporting fundraising events and programs to further mission services to the more than 113,000 people who have diabetes in Hawaii, and we hope that these videos will raise awareness and shed light on the seriousness of diabetes and encourage prevention," said Art Ushijima, President of The Queen's Medical Center.

"I hope that our video contest will generate more awareness in our youth," said Jeni Ono, Youth and Family Link Committee member and educator. "Knowledge is Power. That is the goal: to increase awareness about diabetes. The projected number of children in Hawaii being diagnosed with diabetes is shocking; we can prevent this...it does not need to happen. The sense of urgency is important and the way we reach them is through technology and media."

"This project is a great example of the benefits of partnering our resources with other organizations to bring public awareness about the seriousness of diabetes to a large segment of the population," said Dr. Jane K. Kadohiro, Chair of the American Diabetes Association's Youth and Family Link Committee. "The video contest generated a tremendous amount of interest! Many of the youth learned about diabetes by entering the contest and then helped others learn by posting their video entry on YouTube."

"I remember one of my students saying, "I didn't know frequent urination was a symptom of diabetes," said Charleen Ego, Tech Coordinator for Roosevelt High School. "Also, when students create public service announcements, they research, brainstorm and storyboard on the topic. This causes students in class to discuss in detail some of the symptoms of diabetes and how they are going to film the scene. Some of the students seem to have the symptoms of diabetes stuck in their head and some students mention looking at their own family and having concerns about them - showing much awareness taking place."

"There are over 20,000 Native Hawaiians in the state with diabetes. Native Hawaiians have the highest diabetes mortality rates, followed by Filipinos and Japanese," said Dr. Dee-Ann Carpenter, President of the ADA's Community Leadership Board. "The current trend must be stopped and getting the word out to our younger generation is critical."

Diabetes Sample Public Service Announcements (PSAs) can be found on [www.youtube.com/ADAHawaii](http://www.youtube.com/ADAHawaii)

\*Contest information and hyperlinks are also available online at [www.diabetes.org/hawaii](http://www.diabetes.org/hawaii)

**Eligibility:** The “Diabetes is.....” Video Contest is open to all students (6th through 12th grade) in any accredited public, private, and home school in the State of Hawaii. **Employees of the ADA, The Queen’s Medical Center as well as the immediate family and household members of each such employee are not eligible.** The Video Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation in the Video Contest constitutes entrant's full and unconditional agreement to these Official Rules and Co-Sponsor's or its designee's decisions, which are final and binding in all matters related to the Video Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

1. All entries must be produced as a 15/30 second public service announcement (PSA), maximum 4:3 interlaced 29.97 fps 720 X 480 (preferred) 640 X 480.
2. Each entry must focus on one or all of the following in a localized “catchy, thought-provoking way:
  - Diabetes awareness/prevention for children/teens and their families “how to stand strong against diabetes” (signs/symptoms of diabetes, complications, etc.)
  - Children/teens and their families living with diabetes (daily life activities, hobbies, sports, special events such as birthdays, graduations, etc.)
3. The maximum length for each PSA is 30 seconds. (excluding the 10 second slate)
4. All entries must be in DVD, YouTube upload capable, format and include a 10 second full screen slate (title screen) that includes the following information:
  - Producer/Director’s name
  - School Name
  - School Contact Person and Information (Tech Coordinator)
  - Title of PSA
  - Total running time (excluding the 10 second slate)
5. Each entry must have one Producer/Director. Students may work together on the project, but each entry must be submitted under one name. Prizes will be awarded to the school.
6. The Video must meet the following content restrictions:
  - Producer/Director certifies that he/she is the owner of the Video and has the authority to submit it into the contest and that it will be subject to these official rules; Producer/Director certifies that he/she has received the consent of all parties displayed in the Video to submit the Video for the Contest, subject to these official rules;
  - Producer/Director is responsible for securing parent/guardian consent for any minor(s) shown in the video.
  - Video may not contain material (including, for example, music, theme songs, TV or movie clips, etc.) that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, including without limitation copyright infringement;

- Video may not contain any brand names or trademarks or any product or service including the American Diabetes Association logos and/or the Stop Diabetes® hand graphic, and/or The Queen’s Medical Center facility.
- Video may not contain material that is inappropriate, offensive, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
- Video may not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- Video may not contain material that is unlawful, in violation of or contrary to the laws or regulations in the jurisdiction where Video is created.

All Videos become the exclusive property of the ADA, and none will be returned. Co-Sponsors have the right to edit, adapt and publish any or all of the Videos, and may use them in any media without attribution or compensation to the entrant, his/her successors or assigns, or any other entity, unless where prohibited by law. **ENTERING A VIDEO IN THIS CONTEST CONSTITUTES YOUR IRREVOCABLE ASSIGNMENT, CONVEYANCE AND TRANSFERENCE TO CO-SPONSORS OF ANY AND ALL RIGHT, TITLE AND INTEREST IN THE VIDEO OR COMMENTS INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS.**

7. Entries will be judged by the following criteria:
  - content clarity/relevance/accuracy to the “Diabetes is…….” Contest criteria
  - originality
  - creativity
  - quality/technique (appropriateness of camera shots and transitions, audio – ambient sound, voiceovers, dialogue, sound track; editing composition)
  - thought-provoking
  
8. All forms (Entry Form, Actor Release Form for each person appearing in the video) and entries must be submitted to the ADA by mail to the address listed below in section 10.
  
9. Entry Forms must be postmarked by November 30, 2012; the additional Actor Release Forms can be submitted with the Video Entry.
  
10. Video Entries must be postmarked by February 1, 2013 and mailed to:
 

**American Diabetes Association  
Pioneer Plaza  
900 Fort Street Mall, Suite 940  
Honolulu, Hawaii 96813**
  
11. There will be two winning videos which will:
  - Premiere at ADA Step Out Walk to Stop Diabetes on March 16, 2013.
  - Be based upon the criteria above
  - The fan favorite based on number of online votes. ADA will review and post entries, and will inform participants when entries are successfully posted on YouTube.

12. Entrants should keep at least one copy of their entries. ADA will not return submissions and is not liable for loss or damage of video entries.
13. **ALL POTENTIAL WINNERS ARE SUBJECT TO ELIGIBILITY VERIFICATION BY CO-SPONSORS OR ITS (ITS or THEIR) DESIGNEE, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE CONTEST SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL CONTEST WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.**
14. Prize Information: There will be two winning entries: ONE (1) Judging and Criteria Winner Prize and ONE (1) Fan Favorite Winner based upon the number of online votes. Each winning entry will receive one digital camcorder, certificate, and media opportunity highlighting their achievement; each team member will receive a certificate of participation and an opportunity to work with a production company.
15. Release: By submission of any video and receipt of any prize, all entrants agree to release and hold harmless The Queen's Medical Center, The American Diabetes Association and their respective parent and affiliate companies, suppliers, distributors, advertising/promotion agencies and each of such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.
16. Entrants agree to be bound by the official contest rules and decisions of the judges.
17. Each participating team (or individual) is required to register and participate in the 2013 Step Out Walk to Stop Diabetes scheduled for Saturday, March 16, 2013 at Kapiolani Park.

To register and for more information, please visit [diabetes.org/stepouthawaii](http://diabetes.org/stepouthawaii).

**Should you have any questions regarding the contest rules and guidelines, please do not hesitate to contact the Hawaii ADA Office at (808) 947-5979, or via email to [ADAHawaii@diabetes.org](mailto:ADAHawaii@diabetes.org)**



## ***INTENT FORM, RELEASE AND WAIVER***

**Due on or before November 9, 2012**

Date: \_\_\_\_\_ Project Title: \_\_\_\_\_

Producer/Director: \_\_\_\_\_ School/City: \_\_\_\_\_

Tech Coordinator (TC): \_\_\_\_\_ TC Contact Number: \_\_\_\_\_

TC Email Address: \_\_\_\_\_

By signing below or the attached list, I hereby irrevocably grant to the American Diabetes Association, The Queen's Medical Center, and their respective parent and affiliate companies, successors and assigns, and to such other persons as the American Diabetes Association or The Queen's Medical Center may designate from time to time, the absolute right and permission to use my video, photographs, name, likeness and biographical information, if provided, in whole or in part (including derivative works), together with or without written or spoken copy for American Diabetes Association and The Queen's Medical Center use in connection with the submission of the entry to DIABETES IS ... project, and use in connection with any publicity and for public awareness and education and for any other lawful purpose, in any and all mediums and formats, now known and those developed in the future, throughout the universe and in perpetuity.

I hereby waive the right to inspect versions of my image used for publication or the written copy used in connection with the images.

I hereby release, discharge, and agree to save harmless the American Diabetes Association, The Queen's Medical Center, their respective parent and affiliate companies, directors, officers, employees, volunteers, agents, assigns and sponsors and all other persons using my name, likeness, photographs, biographical information and video recordings from any liability whatsoever from the use of my name and likeness and biographical information in accordance with the terms hereof, including but not limited to any liability for what might be deemed to be misrepresentation or defamation of me, my character or my person due to the distortion, alteration, optical illusion or faulty reproduction which may occur in the development of use of my name, likeness and photographs or any written or spoken material which is part of or connected with my name and likeness.

I have read and fully understand this waiver and in consideration of the acceptance of my entry, for myself and anyone legally acting on my behalf, I waive and release the American Diabetes Association, The Queen's Medical Center, and their respective employees, directors, officers, volunteers, agents, successors and assigns, and all sponsors, from any and all claims, liabilities or causes of action, including without limitation, death, bodily injury, property damage, or any other loss, damage or any inconvenience whatsoever, arising from my participation in this event.

### **PRODUCER/DIRECTOR & PARTICIPANTS CONSENT**

PRINT NAME \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Video/PSA Title: \_\_\_\_\_

### **Parent or Guardian's signature required if Participant is under 18 years of age:**

Print Name: \_\_\_\_\_ Signature and Date: \_\_\_\_\_

