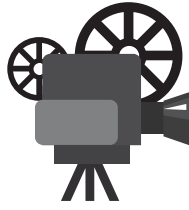


CLEAR THE AIR



Film Festival

Get your high school involved in our student contest and have the chance to win up to \$1,000!



Students in San Francisco County or San Mateo County have the opportunity to join in on the fun, win money for their school clubs or sports teams and make a difference. You are invited to represent your high school with a spirited and educational five minute film urging your friends to make a difference. In your film, answer the question: "What can my generation do to protect lung health?"

The highest scored high school film at the event will receive **\$1,000**. Second place will receive **\$250**. **Deadline to submit films is October 19th at 11:59 p.m.**

Top films will be screened at the Clear the Air Film Festival on Tuesday, November 1st at 7:00 p.m. at Skyline College in San Bruno on the second floor of the Student Center, building 6.

*For more information about the
2011 Clear the Air Film Festival
visit www.ggbreathe.org
or call 650-994-5868.*

benefiting



BREATHE[®]
CALIFORNIA

Golden Gate Public Health Partnership

Tuesday, November 1
Skyline College
San Bruno, California

CLEAR THE AIR



Film Festival



HIGH SCHOOL STUDENT CONTEST GUIDELINES

Breathe California is excited to announce its first ever film contest and festival. The highest scored student film at the event will receive \$1,000. Second place will receive \$250. The winning high school will be announced at the film festival on the day of the event, receive a certificate of recognition, and have their photo on our website.

PURPOSE:

Participation of youth in events like the **Clear the Air Film Festival** has great significance in a community's future. We want to reward active high schools for their participation with a cash grant that can go towards their student government, student clubs, etc. Please represent your high school with a spirited and educational five minute film urging your friends to make a difference. In your film, answer the question: *"What can my generation do to protect lung health?"*

HOW TO WIN \$1,000:

Score System: Be the high school with the most points and win \$1,000! There are five different categories in which judges will be scoring each film:

1. **Creativity/Originality:** How original is your film? Also judged on the uniqueness of the work.
2. **Messaging:** Is your message clear? Does it follow the guidelines and contest rules?
3. **Content:** Did you do your research? Did you interview a professional? Did you find information on the Breathe California website?
4. **Technical Quality:** If chosen, is it worthy to be shown on local TV? Assesses lighting, sound quality and image quality.
5. **Presentation:** Top two films selected will participate in a live screening with a 10 minute presentation on your film's creative and production process. The presentation will be followed by questions from the judges.

GUIDELINES:

- Creativity, pre-production and post-production by high school students only. All films must be produced solely by students currently enrolled and attending a San Francisco or San Mateo County public or private high school (grades 9-12). Homeschooled students ages 14-18 are also eligible. Adult involvement in the project is limited to on-screen talent and/or behind the scenes in a faculty advisor capacity only.
- There must be a minimum of THREE students on a film crew.
- Each San Francisco or San Mateo County high school can have as many films submitted, there is no maximum.
- Films must be produced this school year (in 2011).
- One school staff member must approve and sign off on entry form and final film(s) before submitting to Breathe California.
- Parent Permission slips must also be submitted by all of the film's crew members.
- No Plagiarism. Do your own work.
- Keep it clean. Don't use any profanity or vulgarity. All scenes should be G or PG rated.
- Youth actors (18 and under) cannot portray any underage alcohol, drug or tobacco use in their film. Royalty-free stock photo, illustration and/or film footage may be used if the purpose of the material is to portray drug or tobacco use in a negative light.
- Obey copyright laws. Only 10% of your video can contain commercially produced footage. Don't submit a re-edited version of a commercial video that you didn't shoot. Generally, your video should be

your work. Example: If you're doing a World War II documentary, you may use copyright–cleared, archival footage, but it can only comprise up to 10% of your finished project. All music sound tracks must be original copyright–free productions or works by your production team or royalty free music or you must get copyright permission. You must submit this copyright permission at the same time as you submit your film entry.

- Submissions should have a **running time of no longer than 5 minutes**. Films exceeding this requirement will be ruled ineligible.
- Film Submission must be accompanied by a registration and signed off by one school staff member.
- **Submission Deadline:** All entries must be received on **Wednesday, October 19th, 2011 by 11:59pm**.
- The top three films chosen into the Festival must be sent on a playable DVD. This means that the DVD must be able to play in a standalone DVD player (not just in a computer) and must be TV-ready. Note: if the project is shot in 16:9 widescreen, please provide a non-anamorphic, letterboxed version, otherwise your image may be squeezed.
- Top three film crews chosen must be present at the final film screening on Tuesday, November 1st and be prepared to give a 10 minute presentation on your film and the process of creating it.
- Breathe California and its sponsors will have the unlimited right to distribute and use any submitted material for its promotions, advertising, use in print, web content, television and educational purposes.

SUBMISSION METHOD: Each film crew must fill out the completed submission form and have EACH film crew member have a parent’s permission slip. All forms and permission slips must be emailed or faxed in on or before **October 19th, 2011 by 11:59pm** to info@ggbreathe.org

View and download a parental permission slip and instructions for submitting your film by visiting the link to the Clear the Air Film Festival on our website: www.ggbreathe.org

If you have any questions please contact:
Nicole Villanueva at NicoleV@ggbreathe.org or call at (650) 994-1903 ext. 311