



# Humane Planet Film Contest Rules and Guidelines

*Access your creativity. Make a real change for animals!  
Create a more humane planet...now.*

CONTEST:	Humane Planet Film Contest.
REQUESTED SUBMISSION DATE:	March 31, 2010, with flexibility granted to filmmakers needing extra time
SPONSORING ORGANIZATIONS:	Palo Alto Humane Society (PAHS) & Humane Education Network (HEN)
CONTACT NAME:	Erin Scott, Manager of Organizational Development with PAHS
CONTACT INFORMATION:	(650) 424-1901 / <a href="mailto:erin.scott@paloaltohumane.org">erin.scott@paloaltohumane.org</a>

## RULES and OVERVIEW

- The competition is open to participants aged 14 - 24. For students entering the competition, there is no minimum GPA requirement.
- We are seeking your unique, important perspectives on animal welfare issues and any innovative solutions which arise through the creative process of film. We think that 14 to 24 year olds can offer a fresh, innovative approach to highlighting and awakening people to the many critical issues impacting animals in today's world.
- Because issues impacting animals ALWAYS impact people and planet in one way or another, you are invited (but not required) to explore this with your film project.
- Entrants are asked to submit films of up to approximately 3 minutes in length, either in DVD format via ground mail to PAHS, P.O. Box 60715, Palo Alto, CA 94306, or via email (through Drop Send, YouSendIt or any similar free tool to send large files) to [erin.scott@paloaltohumane.org](mailto:erin.scott@paloaltohumane.org).
- The requested submission date is March 31, 2010.
- A VIP panel of judges will review all entries and the voting period will run from approximately April 1 to May 15, 2010. The winners will be announced on or around May 31.



## AWARDS

- Prizes will be awarded to entrants whose videos are judged best by the panel of VIP judges. First, second, and third prizes will go to winning films which effectively translate relevant, timely animal welfare issues and the impacts of those issues to communities and/or to the world. Prize amounts are currently being finalized but are currently slated as: 1<sup>st</sup> at \$300, 2<sup>nd</sup> at \$150, and 3<sup>rd</sup> at \$50.
- Winners will be publicly screened at a downtown Palo Alto movie theatre at an upcoming 2010 film event. This public screening will be one of many community screenings. Other screening opportunities are also in process.
- Winners will be featured and credited in a variety of public media formats and will be used to promote and educate about animal welfare issues. Some of these include: local cable, YouTube, EweTube, Facebook, and other social media avenues. These will be promoted and advertised through PAHS and through HEN.

## **GUIDELINES**

- Effectively translate the issue of your choice.
- Use humor or drama, do animation or a documentary format. Use interviews, live actions or still shots. It is your choice!
- Chose whatever topic speaks to you. Below are just a few ideas for current animal welfare issues and are not required to be included in your film:
  - 1) **Animal Cruelty and Neglect** (ties to pet overpopulation, breeding, the challenging economy, foreclosures, and exorbitant veterinary expenditures, etc.)
  - 2) **Farm Animal Welfare and Consumption Choices** (the realities of animals treated as lifeless “products” and why large agribusiness hides the truth, how large agribusiness is unsustainable and hides the truth of animal treatment, how global climate change is impacted, and links to the radical decline in human health, etc.)
  - 3) **The Value of Wildlife, Common Conflicts and Humane Ways to Live with Wild Animals**
- Entrants are invited to tap into the deepest part of themselves and create something about animals meaningful to them. What speaks to you? What angers you? What brings you joy? What needs to be communicated? What has not been really uncovered yet?
- Have fun!