

APhA Academy of Student Pharmacists PharmFlix Guidelines



Background

You are invited to participate in the 13th Annual APhA-ASP PharmFlix Video Contest! This year, the theme is “**Vaccine Confident**,” inspired by the integral role that student pharmacists and pharmacists have played in responding to the pandemic and the continued need for pharmacists to strengthen vaccine confidence in their patients and communities. This year’s theme focuses on ways student pharmacists can communicate with the public to address concerns and create confidence in vaccines, especially COVID-19 vaccines. Your video may focus on ways that you communicate messages to the public regarding COVID-19 vaccine confidence, the value of vaccinations, and the role of pharmacists and student pharmacists in addressing the current public health crisis. The theme is meant to provide flexibility so that no matter what your chapter is doing right now, you can highlight your chapter’s innovation in improving vaccine confidence.

Unique this year, the PharmFlix contest is operating in collaboration with APhA’s Vaccine Confident campaign, as supported by the Centers for Disease Control and Prevention (CDC) cooperative agreement, number 1 NU50CK000576-01-00. Video submissions have the potential to be shared with and utilized by the CDC and will be publicized on various APhA-ASP media channels throughout the year, extending their influence well beyond the APhA Annual Meeting & Exposition. This year’s contest will mark a unique time in our history and will celebrate how your chapter is creating vaccine confidence within your community.

For more information on APhA’s current vaccine confidence efforts, visit the [Vaccine Confident home page](#).

Description

These short films can be of various genres including, but not limited to, documentaries, parodies of pop culture, commercials, music videos, and movie trailers. This includes membership drive videos, educational videos meant to reach patients and communities, or new creations. You are encouraged to work with your chapter members to create your video. Only one video submission will be accepted from each chapter. **Every individual or group participating in the creation of this video must follow their institution’s restrictions for gathering during the COVID-19 pandemic.** Be creative! You do not have to be professional videographer and fantastic videos can be created socially distant or apart.

In keeping with the theme, you must include the following phrase, either vocally or using text: “*We are from the APhA-ASP chapter at <<school/college/university name>> and we are vaccine confident.*” The placement of this phrase is up to you.

Requirements

All videos must:

1. Follow the chapter’s school/college/university restrictions for gathering during COVID-19 pandemic.
2. Be relevant to this year’s theme: “**Vaccine Confident**”
3. Include the phrase: “*We are from the APhA-ASP chapter at <<school/college/university name>> and we are vaccine confident.*”
4. Be 90 seconds or less.
5. Be uploaded to YouTube. We strongly recommend that you use a Chapter YouTube account or an account that is not connected to videos that might be considered inappropriate or unprofessional. The link must be public to ensure we can access and view the video.

6. Include the following tags:
 - a. APhA
 - b. APhA-ASP
 - c. PharmFlix
 - d. Your chapter's name
 - e. VaccineConfident
7. If utilizing Vaccine Confident branding, you must follow the [Vaccine Confident Style Guide](#) and use only [the provided logos](#).

***** All submissions that have not completed the above criteria and submitted ***
the form located on the last page will be disqualified.**

Award Selection

A panel of judges will evaluate all entries and select the Top 10 videos for Best Overall Picture and Top 5 videos for both Most Humorous and Most Inspirational. Videos selected for Most Humorous or Most Inspirational may also be selected for Best Overall Picture.

Selection will be based upon:

- Overall Impact and Relevance
- Creativity and Originality
- Motivation and Inspiration
- Humor or Informative Value
- Message Clarity and Execution
- Professionalism and Adherence to Theme

The Chapter Delegate from each APhA-ASP Chapter and each member of the APhA-ASP National Executive Committee will cast a vote for the top entry in each category during the APhA-ASP House of Delegates at APhA2022.

Awards given out at the APhA Annual Meeting & Exposition include:

- Best Overall Picture
- Most Humorous
- Most Inspirational

Additional award categories may be considered based on submissions.

Frequently Asked Questions

Q: What is the prize?

A: The Top 10 nominees will receive certificates and will be recognized during the 2022 APhA Annual Meeting & Exposition. The winners of each category (Most Humorous and Most Inspirational) will receive a certificate. The Best Overall Picture winner will receive the PharmFlix trophy. Videos nominated in each category will also be showcased during the 2022 APhA Annual Meeting & Exposition, publicized on various APhA-ASP media channels throughout the year. Additionally, videos will be shared with the CDC and may potentially be utilized or showcased by them.

Q: How will the winner be determined?

A: A panel of judges will evaluate all entries and select the Top 10 videos for Best Overall Picture and Top 5 videos for both Most Humorous and Most Inspirational. Videos that are selected for Most Humorous or Most Inspirational may also be selected for Best Overall Picture. The Chapter Delegate from

each APhA-ASP Chapter, as well as each voting member of the APhA-ASP National Executive Committee, will cast a vote for the top entry in each category, including Best Overall Picture, during the APhA-ASP House of Delegates at APhA2022.

Q: Do I have to obtain written releases from everyone that appears in my video, including crowd scenes?

A: Written consents are required if you interview someone, show someone looking at the camera (who can be identified by viewers), or use an actor. If a minor participates in the video, permission from their legal guardian is required. Written releases are **not** needed for wide-angle shots of crowds, people walking down the street, or a huddle of people.

Please refer to the PharmFlix Authorization and Release Form (located at the end of the guidelines) for sample permission/release forms.

Helpful tip: Complete and collect any release forms prior to filming.

Q: Are there any restrictions on content?

A: Please keep all videos professional, as they will represent you, your school, your chapter, APhA, and the profession. APhA retains the right to refuse use of any video on the [APhA-ASP YouTube Channel](#) and [pharmacist.com](#) that is deemed unsuitable for public viewing. This includes the use of music without the written permission of its owner and videos containing explicit material, use of subjective referencing, and use of material that conflicts with the goals and standards of APhA.

Q: Should I include titles and credits?

A: You can include a title slide at the beginning and credits at the end of your film if you choose to recognize individuals that assisted with your video. The title and credits will count towards the video's 90-second time limit. If utilizing Vaccine Confident branding, you must follow the [Vaccine Confident Style Guide](#) and use only [the provided logos](#).

Use of any APhA logos, including the PharmFlix logo, will not be permitted without APhA approval. If you have question regarding this, please email apha-asp@aphanet.org.

Q: What kind of music can I use?

A: Since the videos will be shown publicly, you must have the rights to use any music you include in your video. You can accomplish this in different ways.

- **Use music that you create yourself.** There are many different computer programs like GarageBand or Midi Player that can help you to do this.
- **Use original music of artists that give you expressed, written permission to use it in this video.** Examples can include local musicians.
- **Use music available in the public domain.** This is music for which the rights have expired (typically older than 70 years) or the artists have explicitly placed a piece of work into the public domain. Sites like <http://www.pdinfo.com/index.php> may help in finding options.
- **Use royalty-free music.** This is typically “studio” or “production” music that is produced for use in films, commercials, etc. Some tracks can be downloaded for free, although most require a small fee.

Note: Purchasing or downloading music does not permit you to use it for your video according to copyright laws. The music for your video must be exempt from copyright law (original work that belongs to you, public domain, or royalty-free) or you must ask permission from the creator of that specific piece of music.

Q: I have never edited a film. Is there a special computer program that I need?

A: No, any video editing program is acceptable. All current computer operating systems have a built-in video editing software. Additionally, video cameras often come with a video-editing program. You may

also reach out to the IT or Creative Services departments at your school for equipment and advice. For a short film, editing may not even be needed.

Q: What will APhA do with my video?

A: Videos may be posted through various mediums, including (but not limited to): pharmacist.com, the APhA-ASP YouTube Channel, the APhA-ASP Facebook Page, and at APhA-ASP Midyear Regional Meetings. The Top 10 videos will be shown during the APhA-ASP House of Delegates and the winners will be announced at the APhA-ASP Closing Celebration at the APhA Annual Meeting & Exposition. Additionally, videos will be shared with and potentially used by the CDC to support efforts for increasing vaccine confidence.

Q: Is there a sample video available?

A: Yes. Visit last year's top videos at [PharmFlix home page](#) or visit the [APhA-ASP YouTube page](#). Please keep in mind that:

- The themes were different for previous years.
- Your choice of style, theme, or message should not be limited by what was submitted last year. Please refer to the judging criteria for further clarification.

Q: Will I receive a confirmation e-mail?

A: Yes, you will receive an email by January 1, 2022 notifying you if your submission is complete and will be accepted.

Q: Should I go to APhA2022 in San Antonio, TX?

A: Yes! If the meeting is live, attend in San Antonio, TX. If the meeting is virtual, participate online. If your chapter's video wins, you will want to be there to accept the award. More information will be announced as soon as possible regarding meeting details.

Q: How do I submit my Chapter's PharmFlix forms?

A: Complete the the PharmFlix Video Contest Form available [here](#).

Q: Who should I contact with Questions?

A: If you need assistance, have questions, or need more information, please contact APhA Student Development Staff via e-mail at apha-asp@aphanet.org.

Important Dates

September 2021	Launch of 2020 PharmFlix theme
December 1, 2021	All video submission forms due by 11:59 PST
February 2022	Top videos nominated for each category are announced
March 18-21, 2022	National winner announced at APhA2022

This program is funded in part by a cooperative agreement with the Centers for Disease Control and Prevention (CDC) — CoAg number 1 NU50CK000576-01-00. The CDC is an agency within the Department of Health and Human Services (HHS). The contents of this resource do not necessarily represent the CDC or HHS and should not be considered an endorsement by the Federal Government.

SAMPLE Authorization and Release Form

I hereby grant to _____ (“Video Maker”) permission to photograph, film, and/or record on film, tape, or otherwise, my image, likeness, and/or voice for use in the video _____ (the “Video” title.)

I hereby authorize Video Maker to edit at his/her discretion and to include it with the performance of others and with sound effects, special effects, and/or music and to submit the video to the PharmFlix Video Contest by December 1, 2021.

I further acknowledge that Video Maker owns all rights in and to the results and proceeds of my services rendered in connection with the Video, and that the American Pharmacists Association, owns all rights in and to any compilation video that includes the Video.

I hereby release and waive to Video Maker and the American Pharmacists Association any and all rights and privileges, including without limitation the rights of privacy and publicity, that I may have in or arising out of my participation in the Video, and waive any right that I may have to inspect or approve the finished products or the use to which they may be applied.

I agree to hold Video Maker and the American Pharmacists Association harmless for any liability to others arising from anything I may say or do in the Video except as set forth in a written script provided by the Video Maker.

Name (Print):

Signature:

Address:

Telephone: _____ E-mail: _____

Date: _____, 20_____

Name and signature of parent or guardian if above-named person is a minor:

Name (Print) _____

Signature: _____