

## APhA-ASP ONE VOICE VIDEO MESSAGE CAMPAIGN

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### **Action Alert: Contact your legislators by video media!**

Yes, video media! Legislators are interested in hearing about your experiences as a student pharmacist, as well as the experiences of your patients and pharmacists with whom you work. Through our first APhA-ASP One Voice Video Campaign, we are asking student pharmacists to create a short video, upload your video to YouTube, and then send your message to Members of Congress via APhA's Legislative Action Center. As an additional incentive, all members of APhA-ASP who submit a video by June 30, 2009, will be entered into a drawing to win a \$250 Visa gift card.

### **Background**

Recent discussions on Capitol Hill have demonstrated a renewed commitment to health care reform. President Obama has stated that he wants legislation passed for his approval by October 15, 2009. In order for that to happen, initial legislation must be introduced by late May or early June. Currently, it is unclear whether pharmacist-provided patient care services will be included in that legislation. If we are not included in this legislation initially, it will be a nearly impossible uphill battle to be incorporated into the legislation.

Student pharmacists passed a resolution in the APhA-ASP House of Delegates in April 2009 expressing support for the inclusion of pharmacist-provided patient care services in any Health Care Reform proposal. This challenge is presented to represent student pharmacists and the profession of pharmacy with One Voice.

### **APhA-ASP One Voice Video Message Campaign Rules, Questions, and Answers:**

#### **Q: What should the video message be about?**

A: This is your chance to represent pharmacy. Legislators want to hear both your experience as a student pharmacist and the stories of the patients themselves. A simple message directly from you to your Member of Congress on a webcam or -- if you have the resources and creativity -- an interview with a patient about the importance of pharmacist services and how you've helped them will go a long way to tell pharmacy's story. Please refer to the *Health Care Reform Talking Points* and the *Pharmacy Principles for Health Care Reform* documents for further information regarding APhA's stance on Health Care Reform. Please keep all videos professional, as they will represent you, your school, your chapter, APhA, and the profession.

#### **Q: What is the deadline for submitting a video?**

A: June 30, 2009 at 11:59pm PST is APhA-ASP's deadline in order for your video to be entered into the prize drawing for a \$250 Visa gift card, but you are encouraged to continue to submit messages to your Members of Congress after the deadline. Please see the *APhA-ASP One Voice Video Message Campaign – Video Submission Form* for further information.

#### **Q: How many video messages can I submit?**

A: As many as you like. Each state has 2 Senators and at least 1 Representative. The more messages you send, the more opportunities you create to convey your message to your Members of Congress.

#### **Q: Who can participate in this video campaign?**

A: All student pharmacists, pharmacists, as well as patients and prescribers with whom you work are encouraged to participate. Legislators not only want to hear the perspective of pharmacists, but more importantly, the stories of our patients who have been positively affected by our practice. Only student pharmacist members will be eligible to be placed in the drawing for the \$250 Visa gift card.

#### **Q: What is the prize?**

A: Each film submitted before June 30, 2009 at 11:59pm PST will be entered into an APhA-ASP drawing and the winner will be awarded a \$250 Visa gift card. The more videos you enter, the more chances you have to win!

Winners will be notified by email and/or phone no later than July 15, 2009. Please see the *APhA-ASP One Voice Video Message Campaign – Video Submission Form* for further information.

**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 are interviewing someone, show someone looking at the camera (who can be identified by viewers), or use an actor. If you are using a minor, you will need to get permission from their legal guardian. No written releases are needed for wide-angle shots of crowds, people walking down the street, or a huddle of people. Please refer to the *APhA-ASP One Voice Video Message Campaign – Authorization and Release Form* for a sample permission/release form.

**Q: I'm not a producer, can I even make a video?**

A: The videos can range from a testimonial recorded on your digital camera or webcam and uploaded to the Web site directly, to a fully edited version of your video using computer software. All entries are highly encouraged, because we need to have our voices heard!

**Q: Any restrictions on content?**

A: Please keep all videos professional, as they will represent you, your dean, your school, your chapter, APhA, and the profession. APhA retains the right to refuse use of any video on the APhA YouTube Group Page and pharmacist.com that is deemed unsuitable for public viewing. This includes the use of music without the explicit permission of its owner.

**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 the individuals that assisted with your video. Use of the APhA logo and One Voice Campaign logo will not be permitted for videos that are sent without APhA approval. For prior approval, please send a link of your video to Keith Marciniak, APhA Group Director of Student & New Practitioner Development at [KMarciniak@APhAnet.org](mailto:KMarciniak@APhAnet.org).

**Q: What kind of music can I use?<sup>1</sup>**

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 many different ways.

1. Use music that you create yourself. There are many different computer programs like *Garage Band* or *Midi Player* that can help you do this.
2. Use original music of artists that give you express permission to use it in this video. Try local musicians.
3. Use music that is in the public domain. This is music where all of 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 [www.pdinfo.com](http://www.pdinfo.com) might start you in the right direction.
4. Use royalty-free music. This is typically “studio” or “production” music that is produced for use in films, commercials, etc. There are many online sources such as [www.royaltyfreemusic.com](http://www.royaltyfreemusic.com). Some tracks can be downloaded for free, although most require a small fee.

**Q: I have never edited a film. Is there a special computer program that I need?<sup>1</sup>**

A: No, any video editing program should do. All current computer operating systems have a built-in “movie maker.” Mac has iMovie and Windows XP has Movie Maker. Video cameras are also normally packaged with a video-editing program. For a really short film, editing may not even be needed. For more information or advice, try visiting <http://www.channel4.com/fourdocs/guides/index.html>.

**Q: How do I upload my video on APhA's Legislative Action Center?**

A: To create a Video Advocacy Message, you need to:

1. Sign-up for a YouTube.com account: [http://www.youtube.com/create\\_account](http://www.youtube.com/create_account).
2. Record a video message using your camera phone, computer webcam, or digital camera and then upload the video to YouTube.com via your personal account. For help uploading videos to YouTube.com, please visit the

YouTube.com Help Center at:

<http://help.youtube.com/support/youtube/bin/answer.py?answer=132460&topic=16612&hl=en-US>.

3. Once your video is posted, visit the following link on the APhA Legislative Action Center: <http://capwiz.com/aphanet/issues/alert/?alertid=13037451>. Once on the APhA Legislative Action Center Web site, you will need to enter your Zip Code, choose the Members of Congress you would like to email the video message to, and then copy and paste the URL into the APhA Legislative Action Center form. In the text of your email message, you can include up to three sentences, such as "I am writing as a constituent and student pharmacist to ask you to recognize and support the inclusion of pharmacist-provided patient care services that improve patients' health outcomes and reduce overall health care costs in Congress' upcoming health care reform legislation."
4. Send a copy of the link to the APhA-ASP Email Account [APhA-ASP@AphAnet.org](mailto:APhA-ASP@AphAnet.org) using the *APhA-ASP One Voice Video Message Campaign – Video Submission Form*.

**Q: What will APhA do with my video?**

A: Videos may be posted on the APhA-ASP Web site, APhA's YouTube Group, APhA's Facebook Page, and shown at the APhA Summer Leadership Institute.

**Q: Who should I contact with Questions?**

A: Please contact Keith Marciniak, APhA Group Director of Student & New Practitioner Development at [KMarciniak@AphAnet.org](mailto:KMarciniak@AphAnet.org) for any questions related to the APhA-ASP One Voice Campaign.

<sup>1</sup> Adapted from 2009 PFC Film Festival Info (R) (13) by Dr. Michael Negrete.





**APhA-ASP One Voice Video Message Campaign – Video Submission Form**

**To have your video considered, you must perform all of the following by 11:59pm PST on June 30, 2009.**

- Create a Video Message to send to your legislators.
- Upload your video to YouTube.com and then copy and paste the URL to the APhA Legislative Action Center via this link: <http://capwiz.com/aphanet/issues/alert/?alertid=13037451>.
- Complete this submission form and send it to the APhA-ASP email account [APhA-ASP@PhAnet.org](mailto:APhA-ASP@PhAnet.org). Included "Entry for the APhA-ASP One Voice Video Message Campaign" in the subject line.

**ENTRY INFORMATION**

Video Title: \_\_\_\_\_

Video Run Time: \_\_\_\_\_

Brief description of video (or attach): \_\_\_\_\_

Video was sent to: \_\_\_\_\_

**CONTACT INFORMATION:**

Main Contact: \_\_\_\_\_

School or College of Pharmacy: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

APhA Member ID Number: \_\_\_\_\_

- I/We, the undersigned, certify that we have read and agree with the rules, questions, and answers of the APhA-ASP One Voice Video Message Campaign, and hereby consent to our video being included in this competition.
- I/We acknowledge that by submitting to the APhA-ASP One Voice Video Message Campaign, we are granting APhA-ASP worldwide non-exclusive rights to screen and to use this work in whole or in part.
- Written consent of all people interviewed or a subject of this video is attached or will be provided on request.

**MUSIC:** The music in my entry is: \_\_\_ public domain \_\_\_ my original music  
\_\_\_ music for which I have obtained specific rights to use in this competition (attach proof)

Name (Print) / Signature: \_\_\_\_\_

Name (Print) / Signature of parent/guardian (if under 18): \_\_\_\_\_



**APhA-ASP One Voice Video Message Campaign – 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 APhA-ASP One Voice Video Message Campaign by June 30, 2009.

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

Date: \_\_\_\_\_, 200\_\_

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

\_\_\_\_\_  
Name (Print)

\_\_\_\_\_  
Signature