

APhA Academy of Student Pharmacists

2023 PharmFlix Guidelines

Unleash Your Potential in APhA-ASP

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Background

You are invited to participate in the 15th Annual APhA-ASP PharmFlix Video Contest! The 2023 PharmFlix theme is **“Unleash Your Potential in APhA-ASP.”** This year’s theme focuses on ways student pharmacists and APhA-ASP chapters unleash their potential both personally and professionally by being a member of APhA-ASP. Whether implementing a new patient care project to meet community needs or advocating and challenging the status quo of pharmacy legislation, this is your opportunity to showcase how your chapter and its members have risen to the occasion and unleashed their potential.

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: “Unleash your potential with APhA-ASP at <<school/college/university name>>!” The placement of this phrase is up to you.

Important Dates

August 2023	Launch of 2023 PharmFlix theme
September 13, 2023	2023 PharmFlix Informational Webinar
December 1, 2023	All video submission forms due by 11:59 PST
February 2024	Top videos nominated for each category are announced
March 24-27, 2024	National winner announced at APhA2024

UNLEASH
YOUR POTENTIAL IN
APhA-ASP



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: **"Unleash Your Potential in APhA-ASP"**
3. Include the phrase: "Unleash your potential with APhA-ASP at <<school/college/university name>>!"
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
7. Utilize only the provided logos including the appropriate APhA logo and this year's PharmFlix theme logo ([available here](#)).

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

Awards 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 APhA2024.

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 2024 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 2024 APhA Annual Meeting & Exposition, publicized on various APhA-ASP media channels throughout the year.

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 APhA2024.

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 APhA branding, you must follow the APhA Style Guide and use only the provided logos. If you have question regarding this, please email edamman@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.

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, 2024, notifying you if your submission is complete and will be accepted.

Q: Should I go to APhA2024 in Orlando, FL?

A: Yes! 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 PharmFlix Video Contest Form available on the [PharmFlix home page](#).

Q: Who should I contact with Questions?

A: If you need assistance, have questions, or need more information, please contact Elise Damman, Senior Manager, Student Development via e-mail at edamman@aphanet.org.

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, 2023.

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: _____