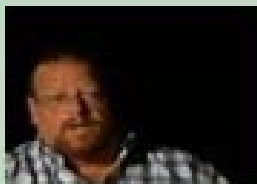
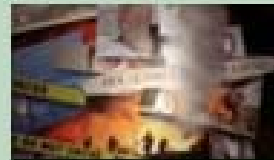
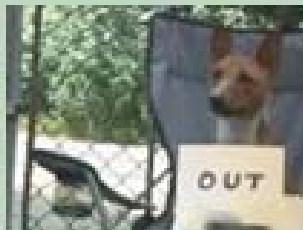
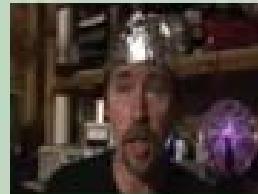




# Putting Your Audience to Work: EPA's Radon Video Contest

**RADON VIDEO CONTEST**

Radon: Test, Fix, Save a Life.



# The Radon Video Contest



EXIT Disclaimer



## EPA's Radon Program

- Produced some of the first television Public Service Announcements (PSAs) in EPA



## Outreach Challenges

- Radon is invisible and odorless
- Naturally occurring, no bad guy
- Much smaller communication budget than in past
- New generation of homebuyers to educate
  - Not as receptive to traditional media
  - Message overload



## The Potential of Online Video Sharing



- Need to be where our audience is going
  - Growing audience
  - Reaches a younger demographic
  - Interactive vs. passive viewing
- Tapping the public's creativity to find the most effective messaging



## The Radon Video Contest

- Ask public to create a 30-60 second radon PSA
  - \$2500 to winning entry
- Co-Benefit of seeding the web with our message
- Do-it-yourself contest & marketing



## Legal, Technical, and Budget issues – Oh my!

- Authority to hold a contest
  - Use of appropriated funds (GAO Redbook 4-162)
  - Open Competition judged by tech eval. Panel
- Copyright Waiver
- 508 Compliance



## Running the Contest

- Contest rules and registration form online
  - Extra step needed for minors
  - Be clear and specific with contest rules, but do not use legalese
- Theme: Test, Fix, Save a Life
  - Tag with website & 800 number
- Evaluation criteria
  - Creativity & originality, quality, technical accuracy, message content



## Marketing on a Shoestring

- Film Makers

- Film Schools & camps
- Vidopp.com,  
Filmthenext.com,  
Videomaker.com



- Social Networking

- GovLoop.com,  
LinkedIn,  
Facebook



- Environmental/Social

- Treehugger.com,  
Socialedge.org

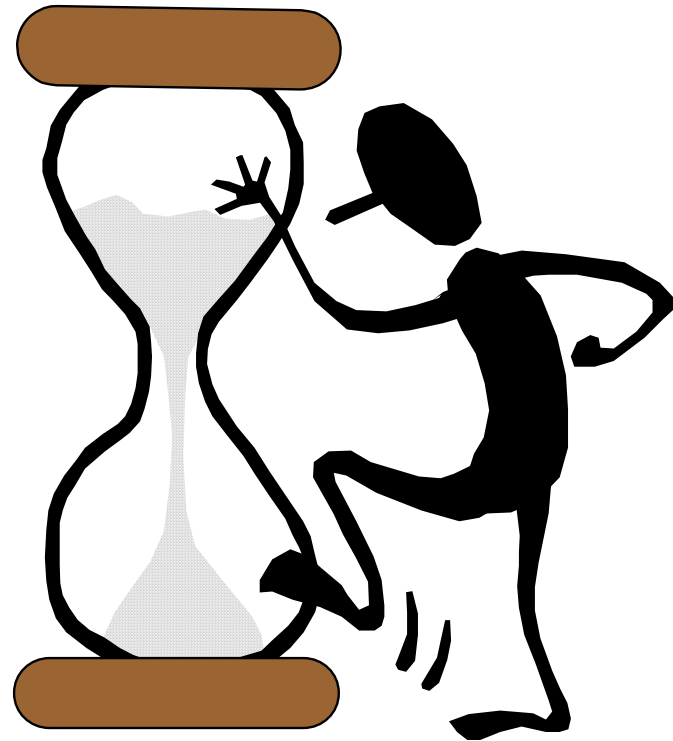


- Media Sharing

- Digg,  
Delicious,  
Reddit



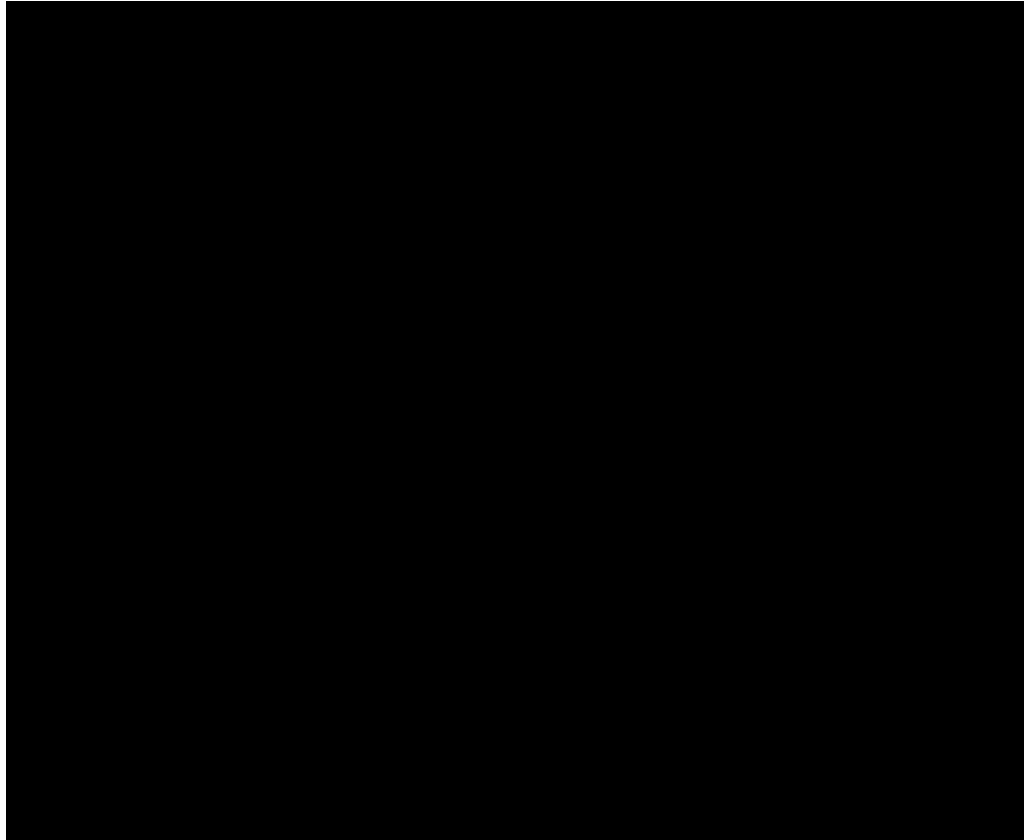
## The Waiting Begins...



## Results

- 30 entries received
- Over 20,000 views collectively to date
- Newspaper, radio, television coverage
- High quality PSA at a fraction of the normal cost
- And the winner is...





EXIT Disclaimer



## Since the Contest

- Exploring use of video as a television PSA
- EPA Water Office replicated the approach
  - 30-60 sec. PSA, 1-3 minute instructional video
  - More than 250 entries received!
- Several agencies have created YouTube channels
  - Need for content



## Contact Information

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