**#ChoosePT Consumer Video Contest**

The APTA Indiana Public Relations (PR) Committee is sponsoring a #ChoosePT Consumer Video Contest with the focus on promoting awareness of the profession of physical therapy to consumers in Indiana and educating them on what it means to see a Physical Therapist via Direct Access.

**Eligibility**

The student contributor(s) must be enrolled in a physical therapist or physical therapist assistant program in Indiana when they submit their video.

**Contest Rules**

1. The video MUST answer “What is Direct Access to Physical Therapy and why is it important to consumers?”
2. All entries must be a digital video, no longer than 60 seconds and should include:
   1. Producer(s) Name(s)
   2. Program Name and City
   3. Title of Video
3. No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest.
4. All submitted videos become the property of APTA Indiana.
5. The student contributor(s) of the winning entry will receive $200 (to be shared if there is more than one student contributor) and will be highlighted on APTA Indiana’s social media & website.

**Submission**

1. Deadline for Submission is April 15, 2020
2. E-mail the URL of the video being submitted for the contest to the APTA Indiana PR Committee at  [jdkiesel@gmail.com](mailto:jdkiesel@gmail.com).
3. Please include the following information in your e-mail:
   1. **Subject:** APTA Indiana #ChoosePT Consumer Video Contest
   2. **Body:**
   * URL of the Video - Actual video files will be requested from finalists ONLY.
   * Contact information for all students who contributed to the video (Name and e-mail address).

**Judging Criteria**

1. Inspiration/Creativity: How interesting is the video to watch?
2. Clarity: How well does the video explain the concept? (Consumer friendly language free of medical terminology and jargon.)
3. Quality: What is the overall quality of production (including visual and sound elements)?
4. Rules: Did the video comply with contest rules (ie. topic, length of time, etc.)?