

4th Annual Kicking Butts on Film (...and Radio!) Contest

Contest Entry Procedures and Guidelines

QUALIFICATIONS

- ✗ The contest is open to school-aged children in grades K-12
- ✗ Entries may be submitted by individuals or groups and multiple entries are permitted
- ✗ All entries must be original and appropriate
- ✗ All entries must follow technical requirements (see Rules)
- ✗ All participants must turn in the required entry and consent forms upon entering the contest
- ✗ All participants must be current non-tobacco users

THE RULES

- ✗ All entry forms and signed consent forms for minors appearing in the PSA must be postmarked by Friday, January 27, 2012.
 - Mail To:
 - Campaign for Tobacco-Free Kids
 - ATTN: KBD PSA Contest
 - 1400 Eye Street N.W.
 - Suite 1200
 - Washington, DC 20005
- ✗ All videos must be uploaded to YouTube by **5:00 pm Eastern time on Friday, January 27, 2012**. Links to YouTube videos must be emailed to kbdinfo@KickButtsDay.org with the subject line "4th Annual Kicking Butts on Film (...and Radio!) contest"
- ✗ All entries must be appropriate and cannot include: profanity, youth tobacco use/smoking, violence or bullying, images attacking a specific tobacco company, copyright or trademark infringement, or any other inappropriate footage.
- ✗ All entries must fit into one of the themes:
 - Send a Message to Big Tobacco
 - What's in a Cigarette?
 - Why Smoke-Free?

JUDGING CRITERIA- All entries that meet the contest rules and requirements will be judged based on the following criteria:

- ✗ Originality/Creativity - Was the theme presented in a clear and innovative way? Does the PSA use compelling visuals (if applicable) and have a clear message?
- ✗ Appropriateness - Are all images and words age-appropriate and suitable for public broadcast or posting on the Campaign for Tobacco-Free Kids and Kick Butts Day websites?
- ✗ Use of Accurate Facts and Statistics - Does the entry include accurate facts and statistics on youth and tobacco use?
- ✗ Production quality - Is the entry broadcast-ready?

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Kick Butts Day is supported by

