

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

Getting Started

Step 1 - Pick a theme - We are giving you four options, but please pick only one and stick to it!

All entries should be based around one of the following themes:

1. **Send a message to Big Tobacco** - The tobacco industry addicts more than 1,000 youth every day. The industry targets youth in the magazines we read, the movies we watch, even the stores where we shop. Let tobacco companies know they can't target you.
2. **What's in a cigarette?** - There are over 4000 chemicals in a single puff of cigarette smoke, and 69 of them are known to cause cancer. Many of these chemicals, like ammonia, can be found in everyday household products. It is definitely time to expose the truth behind these ingredients.
3. **Why Smoke-Free?:** Are you pushing for a smoke-free policy in your community or state? Whether you're trying to pass a smoke-free playground ordinance or a clean indoor air law, a PSA is a great way to educate others about the importance of your policy.

Step 2 - Start planning - Plan first and then make magic!

- Read all contest requirements and technical guidelines carefully.
- Brainstorm your PSA as an individual or with a group and start researching your facts and figures.
- Prepare and edit your 30 second PSA.

Step 3- Upload your PSA to YouTube (Use your own existing account, or sign up [here](#)).

Step 4 - Send in your entry form - We are going old school snail mail for this one, so plan accordingly!

- Mail all Entry forms, including the YouTube link to your uploaded PSA, and signed consent forms for minors appearing in the PSA. The form should be postmarked by Friday, January 27, 2012.
 - Send all entries to:
Campaign for Tobacco-Free Kids
ATTN: KBD PSA Contest
1400 Eye Street N.W.
Suite 1200
Washington, D.C. 20005

[Making a Memorable PSA](#)

[Entry Procedures and Technical Guidelines](#)

[Entry Form and Consent Form](#)

STAND OUT. SPEAK UP. SEIZE CONTROL.

Special thanks to our friends from the84.org for their guidance in developing the PSA contest and contest materials.

Kick Butts Day is supported by

