

# 3rd Annual Kicking Butts on Film (...and Radio!)

## Contest Entry Procedures and Guidelines

### QUALIFICATIONS

- ✘ The contest is open to school-aged children in grade 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 entries must be received via mail by 5:00 pm Eastern on Friday, January 29th, 2010.
  - Mail To:
    - Campaign for Tobacco-Free Kids
    - ATTN: KBD PSA Contest
    - 1400 I Street N.W.
    - Suite 1200
    - Washington, DC 20005
- ✘ Contest entries must include two copies of the public service announcement (PSA) on either CD or DVD. Television PSAs must be in .mov, .avi, .wmv, or .mp4 format and radio PSAs must be in .wav or .mp3 format. Entries must be exactly 30 seconds long
- ✘ Entries must be accompanied by a filled out contest entry form and signed consent forms for all minors appearing in the PSA
- ✘ All entries must be appropriate and not include: profanity; youth 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?
  - How does the Tobacco Industry See You?
  - It Starts With Me

**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 Web sites?
- ✘ Use of Accurate Facts and Statistics - Does the entry include accurate facts and statistics on youth and smoking?
- ✘ Production quality - Is the entry broadcast-ready?

**STAND OUT. SPEAK UP. SEIZE CONTROL.**

A special thanks to our friends from [the84.org](http://the84.org) for their guidance in developing the PSA contest and contest materials.