



Contest Entry Procedures and Guidelines

Qualifications

- The contest is open to school aged youth in grades 6-12
- Entries may be submitted by groups of two or more
- All entries must be original and appropriate
- All entries must follow technical requirements (See Rules)
- All participants must mail in the required entry and consent forms upon entering the contest

The Rules All consent forms and entries must be received via mail by **February 15, 2010**

Mail entries to:

TAKE 2 Entries

Reno County Health Department
Attn: Katie Smith
209 W. 2nd
Hutchinson, KS 67501

- Contest entries must include a copy of the public service announcement (PSA) on either CD or DVD. Television PSAs must be up to 2 minutes long. And radio PSAs must be in .wav or .mp3 format. Entries must be exactly 30 seconds long.
- Entries must be accompanied by a completed 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 How does the Tobacco Industry See You?
What's in a Cigarette?

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 renotobaccofree.com
- **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?





Making a memorable PSA

Thinking Ahead

- **Keep to the time limit-** Make sure your spot is exactly 30 seconds, it's like a TV or radio commercial so edit accordingly!
- **Consider your audience-** Keep in mind that you are trying to reach people your age. Also remember that if you win, your PSA will be broadcast on the Web and maybe TV or radio, so keep it appropriate and G-rated.
- **Focus your message and theme-** You only have 30 seconds so use your words and/or images and time wisely. Pick one of the four themes and leave your audience with one, easily understood take away message.
- **Brainstorm ideas-** Search the Web and listen to (or watch) PSAs created by an advocacy group to help jog your creativity. Also, it's helpful to test your ideas on others.
- **Identify your "hook"-** You have to grab your audience's attention to get them to hear your message, so think of ways to "hook" them! A hook can be a funny message, a statistic, an emotional story, etc.
- **Check your facts-** Make sure all of the information that you use is accurate and up-to-date.
- **Think of creative visuals-** Your PSA can be live-action or animated, and include anything from people to puppets.

Making Magic

- **Speak slowly and clearly-** Make sure all dialogue is understandable. For video PSAs, make sure that anyone who is speaking is facing the camera.
- **Make text readable-** If your spot displays text, make sure the words are on the screen long and large enough for the average person to read them. And, make sure they are not blurry.
- **Video Specs-** Film in high-resolution.
- **Keep your raw materials-** Until the contest is over, keep your original video and computer files!

Helpful Resources

- Check out the Campaign for Tobacco Free Kids' website for tobacco facts and information that can help you get started.
- If you need help producing your film or radio broadcast, you can get help from your local community access cable TV station or radio station. May offer free production courses and provide access to their production equipment.



Consent Form and Photo Release Information

- The TAKE 2 Youth Video Project is a Public Service Announcement contest open to youth grades 6-12. All entries will be judged on creativity and the use of relevant facts. Video PSAs will also be judged on unique visuals. The contest encourages participants to speak out against tobacco use and its harms.
- I hereby allow the Reno County Health Department Chronic Disease Risk Reduction Program to record and publicly display the public service announcement entry that I have created or appeared in. In consideration of the mutual benefits resulting from such use I agree to the following:
 1. The TAKE 2 Youth Video Project is the sole owner of all rights to all content and any parts or portions received in relation to this contest, including the names of participants, to be used in any form at their discretion in all forms of media, without limitation or restriction, throughout the world for all time. TAKE 2 Youth Video Project also retains the right to assign these rights to others.
 2. TAKE 2 Youth Video Project reserves the right to use any portion of the PSA in connection with advertising, publicizing and/or otherwise publicly benefiting the Reno County Health Department Chronic Disease Risk Reduction Program or its licensees.
 3. By signing this form, I am releasing TAKE 2 Youth Video Project from and against claims of any nature resulting from the use or display of this public service announcement, statements made by others in connection with this PSA or the TAKE 2 Youth Video Project exercise of the rights which I have granted them in this agreement.
 4. I agree to indemnify and hold harmless the TAKE 2 Youth Video Project, it's licensees and officers, directors, agents and employees from and against claims, damages, liabilities and costs (including legal fees) arising from the use and/or broadcast of my PSA.
 5. I confirm that I have obtained and secured all licenses, clearances and consents including but not limited to union fees, music license fees, film/photo still use fees and personal appearance fees as well as any other licenses that may be required for the contemplated use of this public service announcement as outlined in article 1 above.
 - I understand that the use of any sound, image or video submitted depicting the participants may be used in a plethora of media including the design of materials such as websites, videos, promotional materials, newsletters and other publications. I understand that I will never be paid for the use of these sounds, videos and images, and I do not hold TAKE 2 Youth Video Project in anyway responsible for any damages that may result from the use of the sounds, videos, and images.
 - In addition, by signing this form I am indicating that I am not a current tobacco user; and, to the best of my knowledge, that no funding or other support have been received by any tobacco-industry-related entity in regards to the development or creation of the public service announcement; no person or entity has paid to have any product, service, company or other entity included in or mentioned in the public service announcement; and that, to the best of my knowledge, all statements of fact in the PSA are accurate.



Consent & Photo Release Form

This form is for anyone that might appear in your PSA, including yourself. Please make copies for all participants to fill out and sign. A parent or guardian must also sign, as provided above, if the participant is under the age of 18. Send all release forms in with your entry. By signing this consent form, I agree to the terms and conditions listed on the previous pages of the TAKE 2 Youth Video Project Contest Entry Procedures and Guidelines provided by the Reno County Health Department Chronic Disease Risk Reduction Program.

Signature of Youth

Signature of Parent/Guardian (if youth is under 18)

Name of Youth (Please print)

Name of Parent/Guardian (Please print)

Birth Date of Youth

Relationship to youth

Youth Address

Parent/Guardian Address

Youth daytime Phone Number

Parent/Guardian daytime Phone Number

E-mail address

Parent E-mail address

Date Signed

Date Signed

Mail all consent forms & PSA Entry forms to:

TAKE 2 Youth Video Project
Reno County Health Department
Attn: Katie Smith
209 W. 2nd
Hutchinson, KS 67501



Check boxes below if form is completed

PSA Entry Form

Photo Release Form