

# 2012 ENTRY INFORMATION AND RULES



Stamp Out Smoking has received many great commercials over the course of the drama contest. Before submitting your team's entry, it is very important to follow the specifications outlined below to ensure your adviser-approved entry is successfully submitted and qualifies for judging.

## TAKE ONE

- Gather your team of no more than six members.
- Determine which of the four tobacco-free topics best fits your idea and get to work:
  - Demonstrate how to Stand Up to Big Tobacco by exposing the truth about the tobacco industry specifically targeting teens
  - Portray the unattractiveness of tobacco on one's health and appearance
  - Display the harm of secondhand smoke on one's environment and wellbeing
  - Communicate to the public the dangers of smokeless tobacco, and how it is as equally dangerous as cigarette use
- Gather tobacco facts and statistics from sources listed on [stampoutsmoking.com](http://stampoutsmoking.com).
- Shoot your commercial and edit it down to 27 seconds.

## TAKE TWO

- An entry form must accompany each entry and each participating student must submit a talent release form signed by a parent or legal guardian.
- Collect and burn your file to a DVD in one of the following formats: .mov, .wmv, .mpg/mpeg. Your file must be saved in its full-size format.
- Label your DVD with your team name and school name.

## TAKE THREE

- Submit your final entry by Wednesday, February 29 (postmarked date).
- Recruit your fans to vote for "People's Choice" March 14 – April 11.
- Look for announcement of winners on April 16 (qualifying entries will receive an invitation to The Big Pitch Film Festival award show).

## SELECTION CRITERIA

No professional production or post-production assistance is allowed. Any commercials including lighted cigarettes will be disqualified. Any submissions postmarked after February 29 will be considered late and will be disqualified. A third party will judge submissions, and the decision will be final. Judging of entries will be based on the following criteria:

- Creativity
- Effectiveness/Accuracy of Message
- Ethics/Good Taste
- Quality of Talent

## DISCLAIMER

All entries will become the property of the Arkansas Department of Health. The Arkansas Department of Health is not responsible for lost or late entries. The winning school and its students may be featured in news releases, advertising or other media and publicity efforts by the Arkansas Department of Health for the Stamp Out Smoking campaign.

To learn more about the list of prizes, source information, and past entries, visit [StampOutSmoking.com](http://StampOutSmoking.com).