

PROJECT RULES

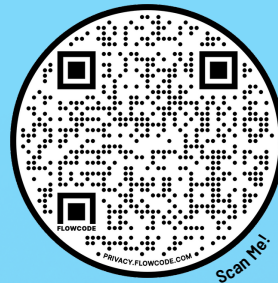
- Participants must be Arkansas students in grades 7-12.
- Videos must be created and produced by a team of six students or less.
- All videos must be between 30-60 seconds in length, including a three-second tag at the end for Project Prevent. The preferred tag is, "For more information, follow Project Prevent on Facebook and Instagram @ProjectPreventAR." Please make sure your video is the correct length of time. For example, a video less than 30 seconds or longer than 60 seconds will be disqualified.
- Any video that portrays overt violence, vandalism, appearance or use of any real tobacco/nicotine products, including smokeless tobacco, a real cigarette or e-cigarette, or any illicit activity, will be disqualified. **NEVER** use a real tobacco product or its container (empty pack of cigarettes, dip can, etc.). We never want these products in the hands of our youth in any way!
- All entries must be submitted at ProjectPreventAR.org by **Friday, January 13, 2023**.

ADDITIONAL INFORMATION

- Please pay close attention to the contest rules. If you use statistics, please make sure they are current. For a list of trusted websites and resources, visit ProjectPreventAR.org/resources/links.
- A team of third-party judges will review submissions based on the following criteria: creativity, effectiveness/accuracy of message, ethics and quality of talent.
- The finalists will be announced on Project Prevent's Facebook and Instagram on **January 27, 2023**. Awards will be presented at the Ready. Set. Record. Film Festival in February. All participants are encouraged to attend the Film Festival. More details will be shared in January 2023.
- To stay up-to-date with activities and future events from Project Prevent, follow us on Facebook and Instagram @ProjectPreventAR.

CREDIBLE SOURCES

- Be Well - bewellarkansas.org
- Truth Initiative - truthinitiative.org
- Centers for Disease Control and Prevention - cdc.gov/tobacco
- Campaign for Tobacco-Free Kids - tobaccofreekids.org/problem/toll-us/arkansas



READY. SET. RECORD.

VIDEO THEME

Enter a video this year and *Be An Influencer!* Students in grades 7-12 can participate in **Ready. Set. Record.** by creating a 30-60 second video addressing at least one of the following topics:

- Encourage your friends, family or people in your community to stop smoking and share credible resources for quitting
- Encourage young people to live healthy lives by never using tobacco or nicotine products like vapes or dip
- Demonstrate how you can be a positive influence to your friends, family or people in your community by living tobacco and nicotine free and encouraging them to do the same

Students will compete for first, second or third places in the Beginner, Intermediate and Advanced categories. Winning videos must meet all the rules and include a tag at the end for Project Prevent. Each member on a winning team will receive an award and special gift.

AWARDS

BEGINNER

1ST PLACE

2ND PLACE

3RD PLACE

INTERMEDIATE

1ST PLACE

2ND PLACE

3RD PLACE

ADVANCED

1ST PLACE

2ND PLACE

3RD PLACE

Teams may choose which category to enter. Below are suggested guidelines for choosing a category:

- Beginner could be a team consisting of students entering a video for the first time
- Intermediate could be a team consisting of students who have entered a video once before
- Advanced could be a team consisting of students who have entered a video for multiple years

For more information and how to enter, visit ProjectPreventAR.org/what-we-do/ready-set-record.

SUBMISSIONS ACCEPTED
SEPTEMBER 6, 2022 TO
JANUARY 13, 2023

