

READY. SET. RECORD.



PROJECT RULES

1. Participants must be Arkansas students in grades 7-12.
2. Videos must be created and produced by a team of six or fewer students.
3. All videos must be 30 seconds total in length and include 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 45-second video will be disqualified because rules limit videos to 30 seconds.
4. No professional production or post-production assistance is allowed.
5. 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!
6. All entries must be submitted at ProjectPreventAR.org by **Friday, January 8, 2021.**

ADDITIONAL INFORMATION

- Ready. Set. Record. is a Project Prevent activity. To stay up-to-date with activities and future events, follow us on Facebook and Instagram @ProjectPreventAR.
- Please pay close attention to the contest rules. If you use statistics, please make sure they are up-to-date. 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, 2021.**
- Awards will be presented at the Project Prevent Ready. Set. Record. Virtual Film Festival. We encourage every Ready. Set. Record. participant to tune in and enjoy the show! Further details will be shared in January 2021.

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

Students wishing to participate in **Ready. Set. Record.** can do so by creating a 30 second video addressing at least one of the following topics:

- Explain how you will REACH others by encouraging them to never use tobacco or nicotine products and how they will benefit from living tobacco- and nicotine-free
- Explain how you will REACH you friends or family by helping them quit using tobacco or nicotine products and how quitting can improve their lives
- Explain how you will REACH your goals for the future and how you think living tobacco- and nicotine-free will help you reach these goals

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. A monetary prize will be awarded to each winning team. Details are listed below:

AWARDS

BEGINNER

1ST PLACE

School: \$500

Students: \$200 (up to six)

2ND PLACE

Students: \$150 (up to six)

3RD PLACE

Students: \$100 (up to six)

INTERMEDIATE

1ST PLACE

School: \$500

Students: \$200 (up to six)

2ND PLACE

Students: \$150 (up to six)

3RD PLACE

Students: \$100 (up to six)

ADVANCED

1ST PLACE

School: \$500

Students: \$200 (up to six)

2ND PLACE

Students: \$150 (up to six)

3RD PLACE

Students: \$100 (up to six)

Additional awards will be given for Best Actor, Best Actress, Best Editing, Best Use of Special Effects, and Best Social Media Video. The prize for these categories is \$100 for each student on the team (up to six).

Entries for the event will be accepted **September 4, 2020** through **January 8, 2021**. The project finalists will be announced on **January 27, 2021**. For more information about Ready. Set. Record. and how to enter, visit ProjectPreventAR.org/what-we-do/ready-set-record.