



# “Be The First”

## PSA Video Contest Rules and Instructions

Breathe California Sacramento is looking for students in middle and high schools to make an original anti-tobacco/nicotine video Public Service Announcement (PSA) around the theme of “**Be The First**”, or more specifically, What would it be like if your generation was the first to be tobacco-free?

Other suggested topics may include:

- E-cigarettes/vaping, hookah, cigarillos and any emerging form of tobacco
- Influence of smoking in movies
- Tobacco industry targeting of youth
- Flavored tobacco, including menthol
- Making healthy decisions about tobacco
- Secondhand smoke from any tobacco product

Winning PSA's will be featured at the Breathe Youth Media Awards on February 25, 2017, at the Elks Tower Ballroom in Sacramento. Winners will receive cash prizes and be entered into the Breathe CA Statewide Video Contest.

- 1<sup>st</sup> place winner: \$300
- 2<sup>nd</sup> place winner: \$200
- 3<sup>rd</sup> place winner: \$100

Middle school entries and high school entries will each be awarded a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> prize

### ABOUT THE CONTEST

1. Must be in middle or high school to enter. Students may enter individually or as a team. Each team is required to assign a team leader to be the person of contact.
2. Film a video PSA that is **either** 30 seconds or 60 seconds in length with an anti-tobacco/nicotine message.
3. Come and see your video at the Breathe Youth Media Awards (Sacramento, CA).

### CONTEST TIMELINE

- Contest starts: October 5, 2016
- Submission Deadline: **January 30th, 2017 @ 5 PM, PDT**
- Sacramento Area Winners\* announced: February 6th, 2017

\* Local winners will proceed on to the ‘Be the First’ statewide video contest

## RULES & GUIDELINES

1. All entries will be accepted until January 30, 2017, at 5 pm PDT. To enter:
  - a. Fill out the entry form on [the BreatheSac Facebook Contest page](#). Upload your video to YouTube or Vimeo, then cut and paste the URL link into the entry form.

OR

- b. \*Email your video or URL link, or mail it to:

Carol Maytum  
Breathe California of Sacramento-Emigrant Trails  
909 12<sup>th</sup> Street, Suite 100  
Sacramento, CA 95814  
[Cmaytum@sacbreathe.org](mailto:Cmaytum@sacbreathe.org)

(\*Note: Include submission information from 2.c. below)

2. Submission Guidelines:
  - a. 30 or 60-second video only
  - b. Accepted formats: DVD, email video file or URL link from YouTube or Vimeo.
  - c. All video submissions must include:
    - i. Title of Video/PSA
    - ii. Name/Team leader's name (If team, other member names)
    - iii. School name
    - iv. Grade
    - v. Email address
    - vi. Phone number
    - vii. [An accompanying Photo/Image/Video Release form](#) (Can be downloaded from [bit.ly/BeTheFirstPSA](http://bit.ly/BeTheFirstPSA))

3. All entries must be the original work of the participant(s).

4. Entries with inappropriate language or imagery will be disqualified. Actual use of a tobacco product or vape is not allowed and will disqualify the video from the contest. Any imagery of a tobacco product must be generic and not have any brand or identifying information on the product.

5. Contest participants grant Breathe California of Sacramento-Emigrant Trails the right to use their names, photographs, and submissions for advertising, publicity and promotion purposes.

6. Entries will be judged on creativity, originality, clarity, impact, adherence to the theme and overall appeal.

7. By entering this contest, entrants agree to abide by these contest rules and guidelines and the decisions of our judges.

8. Please contact Carol Maytum at 916-444-5900 x206 or [cmaytum@sacbreathe.org](mailto:cmaytum@sacbreathe.org) or text at 916-591-9988 for questions or additional information. Best of luck! And, have fun!

*Presented by Breathe California of Sacramento-Emigrant Trails with funding from CVS Health. Breathe California of Sacramento-Emigrant Trails is dedicated to maintaining healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating for public policy, supporting air pollution research, and educating the public. [www.SacBreathe.org](http://www.SacBreathe.org)*