



TEAM Committee

## KICK SOME BUTTS CONTEST GUIDELINES 2007-2008

- I. **ELIGIBILITY** - Contest is open to all high school students grades 9 - 12 in the following counties: Allen, Ashland, Auglaize, Champaign, Crawford, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Huron, Logan, Lorain, Lucas, Marion, Morrow, Mercer, Ottawa, Paulding, Putnam, Richland, Sandusky, Seneca, Shelby, Van Wert, Williams, Wood, Wyandot. All high schools recognized by the Ohio Department of Education and incorporated high school youth organizations are eligible to submit teams. Participating high schools or organizations must have at least one adult advisor (staff or volunteer) to facilitate the contest on the school level. There is no limit to the number of teams that each school or organization may have. We reserve the right to add additional counties or organizations should funding be obtained.
  
- II. **ENTRY** - Official entry forms must be submitted to the American Lung Association® of Ohio (ALAO) office, 226 State Route 61, Norwalk, Ohio 44857. Entry forms must be **received by January 25, 2008**. Entry forms may also be faxed to (419) 668-2575 or emailed to: [northwest@ohiolung.org](mailto:northwest@ohiolung.org) by the above deadline. **No late entry forms can be accepted.** (Videos will be due February 22, 2008. See page 2, PRODUCTION part D for full details. Videos will only be accepted from a team with a valid entry form.)
  
- III. **STRUCTURE** -
  - A. **Levels of Competition:**
    1. **SEMIFINALS** - Each team entered from each school will participate in the semifinals. (NOTE: TEAM Committee RESERVES THE RIGHT TO ELIMINATE THE SEMIFINAL ROUND IF NECESSARY. IF THIS OCCURS, ALL ENTRIES WILL ADVANCE TO THE FINALS.) A panel of judges from various agencies will select the winners of the semifinals. (The judging procedure will be addressed in detail in the "Judging" portion of the guidelines.) The semifinal judging will be in early March, 2008. The semifinal judging will not be open to the public. Notification will occur on or about March 17, 2008.
  
    2. **FINALS** - The winners of the semifinal level of competition will advance to the finals. Prizes will be awarded to all entries competing in the FINALS. The decision of the judges is final. The final judging will take place April 2, 2008, in Norwalk, Ohio. The final judging will be open to the public. Seating may be limited to the finalists and guests from their schools, depending on the space available. The decision to limit the number of guests at the final judging will be at the discretion of the TEAM Committee. **Each school selected to compete in the finals judging, or receiving monetary award from the contest, must have a representative present at the finals judging competition.** In the event of extreme circumstances beyond control, waiver may be granted at the discretion of the TEAM Committee.
  
  - B. **Teams** - Each team will consist of at least one but no more than 5 students per team. **An individual student may only participate on one team.** The "official team members" will perform the duties of writer, director, videographer, producer, and editor. Team members are not required to be featured on camera, but may do so if they desire. There is no limit to the number or ages of actors who may participate, but they will participate on a voluntary basis. **Everyone with an intentional appearance in the video, and all team members must complete the**

**Consent of Participation Form.** The prizes will be awarded to the "official team members" only. At the discretion of the school, students from other schools may join a team, if they are unable to find a team to join at their own school. In this case the students must choose ONE school that their team may represent. No team may represent more than one school.

#### IV. PRODUCTION -

**A. Resources** - Each school advisor will have access to the following materials. Each advisor is responsible for duplicating and supplying all appropriate materials to each team:

1. *Contest guidelines* - every participant should read and understand.
2. *Topics for commercial content* - defining the topics on which the students may base their commercial.
3. *"Intended Use of Funds" form* - to be submitted with the school's official entry video, detailing the intended use of funds in the event that the team would win one of the monetary prizes. This will enable the fiscal office to disperse the funds easily. More information on this form is detailed in the "Prizes" portion of the guidelines.

**B. Research Resources** - The advisor will be responsible for ensuring the Research Bibliography is completed and submitted with the video. The Research Bibliography form is available at [www.ohiolung.org](http://www.ohiolung.org) (look under Tobacco Control). The information on this form will be used in the Research judging portion of this contest. Please remember that the research resources are worth 25% of the final judging score. Failure to cite resources and include this form will greatly impact the research judging score of your entry.

**C. Filming** - The preferred format for an entry is mini DV. VHS is also acceptable. If neither of these formats is compatible for the school, the team, at their own risk, may submit a DVD as a last resort. If a school submits an entry on DVD and the format is not compatible, the school will be given an opportunity, with a deadline, to replace the entry with a compatible format. Once an entry is submitted, it must remain unchanged if transferring to another format is necessary. Each entry must be exactly 30 seconds in length. If using VHS, there must be at least 15 seconds of blank tape on either side of the entry. Blank tape should be created by filmed dead space, not by fast forwarding on the tape. Entries on tapes containing other material may affect how the entry can be uploaded. *If using mini DVD*, there should be at least 15 seconds of blank space (not blue) on either side of the entry. Do not place title slides of informational slides that are *not* part of the 30 second entry immediately next to the entry. Due to the varying levels of equipment available at the different schools, technical quality will not be one of the criteria in the judging process. However, the students are encouraged to do the best that they can with the equipment available. The use of a tripod is encouraged. Contestants must keep in mind that the use of copyrighted music or pictures without written permission of the copyright holder is strictly prohibited. **PLEASE NOTE: The educational use exemption for copyrighted material will not apply to commercials created for this contest.** The copyright release must be completed (on the same form as the Consent of Participation). If copyright permission is obtained, please attach a COPY to the Copyright Release form. **Intentional, not incidental, portrayal and use of tobacco brand names, or any other product brand name, is prohibited.** Intentional brand names should be blurred or obscured. Without documentation of copyright permission, the entry will be DISQUALIFIED.

**In the spirit of the contest, any video showing the actual use of tobacco, either smoking or chewing, will result in disqualification, however, the illusion of tobacco use is allowable.**

**D. Team Entries** - Each school may enter as many teams as they wish. Each team's video commercial must be submitted to the American Lung Association® of Ohio office, 226 State

Route 61, Norwalk, Ohio 44857. Entries must be RECEIVED by 4:00pm on February 22, 2008. NO LATE ENTRIES WILL BE ACCEPTED. We recommend shipping via UPS or FedEx . Please ship the videos adequately so they will be received by the deadline. Again, NO LATE ENTRIES WILL BE ACCEPTED. Entries may also be **delivered** to the office in person. All submitted videos become the property of the TEAM Committee and cannot be returned. The TEAM Committee agrees not to sell the commercial to any outside agency for gain. By submitting the commercial into the contest, each team member gives the TEAM Committee permission to use the commercial for promotional purposes, including but not limited to distribution of the commercial to various schools for educational purposes, for broadcast as a public service announcement, and for public viewing at any event which the TEAM Committee is displaying information about the dangers of tobacco use.

IMPORTANT: At this time, the school's winning team must submit an "Intended Use of Funds" form. FAILURE TO SUBMIT THIS FORM WILL RESULT IN DISQUALIFICATION. More information about this form can be found in the "Prizes" portion of these guidelines.

V. **Judging**

A. Semi-Finals - The semifinal judging will take place in early March 2008. This will be a closed judging event. There will be a panel of judges consisting of TEAM members and invitees, as well as, teen groups. At the semifinal level, the judging will be based on Teen Impact, Research, and Content and Creativity. Each category is worth 25 % of the score.

B. Finals - The final judging will be held on April 2, 2008, at Norwalk High School in Norwalk, Ohio. This event will be open to the public. There is no cost for attending the event. A panel of judges consisting of teens, media professionals, health professionals and community leaders advocating tobacco control and prevention will conduct the judging. During the final judging, the entries will be judged on Research, Creativity, Content, and Teen Impact. All finalists will receive certificates of accomplishment, and all teams competing in the finals will receive cash prizes. Each school selected to compete in the finals judging, must have a representative present at the finals judging competition.

NOTE: Due to the varying levels of technical capability available to the schools, technical quality will not be part of the judging criteria.

NOTE: The decision of the judges is final. If there are any questions concerning the judging process, they must be directed to the TEAM Committee PRIOR TO THE SUBMISSION OF THE SCHOOL'S ENTRY. Submission of the school's entry indicates that the school is in agreement with the judging procedure, and will accept the judges' decision as final.

IV. **PRIZES** -

A. **Prize breakdown** - The prizes will be distributed by the schools according to the designation on the *Intended Use of Funds* form. The distribution of prizes will be as follows:

GRAND PRIZE:	\$1,000.00
1 <sup>st</sup> Runner Up:	\$750.00
2 <sup>nd</sup> Runner Up:	\$500.00
3 <sup>rd</sup> -9 <sup>th</sup> Runner Up:	\$100.00
Larry Hanneman Award:	\$100.00

Plaques will be awarded to display at the winning schools.

B. **Dispersion** - The monetary prizes will be awarded as noted on the "Intended Use of Funds" form, which was submitted at the time that the Team's entry was submitted. The award will be issued directly to the school district, or non-profit corporate headquarters, in care of the

Treasurer's Office. A copy of the form will be sent to the treasurer's office of the winning schools, to guide them in the dispersal of the funds. These funds can be considered "Other Local Revenues". There will be no expenditure reporting requirements. If the winning team members will be attending college, we would like the award to be distributed equally among all team members. If the winning team members ARE NOT going to college, please make sure that each member of the team receives a proportionate share of the award. The TEAM Committee will NOT require scholarships. We will leave the distribution of the award to the discretion of the fiscal office of the winning school or entity. If there are any questions about the process of the awarding of monetary prizes, you may contact the TEAM Committee at 800-231-5864.