

PSA CONTEST RULES AND GUIDELINES

Make note of the following rules. Even if you've entered the contest before, some rules are new or changed, so take time to read through this section.

- ⇒ **Time.** Your commercial must be exactly 30 seconds and must have an **additional five second lead-in.** This means your commercial must be introduced by a five-second blank screen or countdown, followed by 30 seconds of your ad content. Even commercials just one or two seconds over or under the time frame will be disqualified, so get a watch and keep track!
- ⇒ **Age limit.** We're looking for a commercial made for students, by students. Only 12- through 18-year-olds may enter the contest. You can get help from a teacher or mentor, but remember: the writing, filming and production of this video must be completed by middle or high school students.
- ⇒ **Group size.** We don't expect you to shoot this thing by yourself, but we do have to set a limit on the size of groups entering. **No more than 3** team members are allowed per commercial. If you've got six friends interested in helping, divide into two groups! There is also no limit on the number of entries each team can submit.
- ⇒ **No stunts allowed. Period.** As fun as it might seem to get a group of friends together and pull some crazy stunt like those guys on TV (hey, it promotes the importance of health care!), the judges are going to put those entries straight in the trash. Save us the time, and develop a commercial based on something other than a Johnny Knoxville stunt.
- ⇒ **Digital only.** Only digital videos **submitted in DVD format** will be accepted. If you've got questions, call Annie Jones. Her contact information is found at the end of this packet.
- ⇒ **No favorites.** Sorry, but the children of Florida Healthy Kids Corporation employees and Florida KidCare vendors are excluded.
- ⇒ **Be complete.** Please carefully read the directions and make sure you've completed the entry forms before mailing them in. Your team could be disqualified if we don't receive the proper information.