

# 4th Annual Kicking Butts on Film (...Radio!)

## *Campaign for Tobacco-Free Kids' National PSA Contest*

Are you an aspiring Mel Brooks, Steven Spielberg, George Lucas or Peter Jackson? Or perhaps just a passionate advocate with a camera or microphone who is tired of Big Tobacco targeting kids?

Well we have a contest for you...

The Campaign for Tobacco-Free Kids invites you to enter an original video or radio public service announcement, also known as a PSA, in our national *Kicking Butts on Film (...and Radio!)* contest.

This is a great opportunity for youth to stand out, speak up, and seize control in the fight against tobacco. So what are you waiting for? Grab a camera and get started.

*More information on how to enter.*

[http://www.kickbuttsday.org/psa\\_contest/2012\\_Getting\\_Started.pdf](http://www.kickbuttsday.org/psa_contest/2012_Getting_Started.pdf)

### **What is a PSA?**

A public service announcement (PSA) is a free advertisement broadcast on radio or television, promoting information for the public good. PSAs are intended to modify public attitudes by raising awareness about specific social issues. The PSA contest will include 30-second radio PSAs as well as video PSAs.

*Tips on making a good PSA.*

[http://www.kickbuttsday.org/psa\\_contest/2012\\_Tip\\_Sheet.pdf](http://www.kickbuttsday.org/psa_contest/2012_Tip_Sheet.pdf)

### **What's in it for me?**

We know you would do it for free, but fear not we have loot...

**3<sup>rd</sup> Place Winner**- *The 3<sup>rd</sup> place winner will receive a prize pack with KBD gear and a certificate.*

**2<sup>nd</sup> Place Winner**- *The 2<sup>nd</sup> place winner will receive a prize pack with KBD gear, a certificate and will be featured in a Tobacco Unfiltered (Campaign for Tobacco-Free Kids' official blog) post.*

**Grand Prize** - *The grand prize winner will receive a prize pack with KBD gear, a certificate and will be featured on the Tobacco Unfiltered blog as well as the Kick Butts Day website.*

Seriously, what are you waiting for? Entries are due by January 27, 2012.

**STAND OUT. SPEAK UP. SEIZE CONTROL.**

Special thanks to our friends from [the84.org](http://the84.org) for their guidance in developing the PSA contest and contest materials.