Students wishing to participate in Ready. Set. Record. can do so by creating a 30-second video. The video topics include, but are not limited to:

- Living tobacco-free and encouraging others to do the same
- Educating others about the harmful effects of tobacco and nicotine, including e-cigarettes

Students will compete for First, Second or Third Places in the Beginner, Intermediate and Advanced categories. Winning videos must incorporate Project Prevent into their work, meet all the rules, and include a tag at the end for Project Prevent. Recipients of First, Second or Third Place will receive a monetary award for each team member. Additionally, the schools they represent will receive a monetary award to purchase media equipment or supplies. Students with winning entries will receive their cash and prizes at the Project Prevent Ready. Set. Record. Awards Show on February 19, 2020 at the Ron Robinson Theater in Little Rock.

**BEGINNER**

1ST PLACE
- Teacher: $250
- School: $750
- Students: $100 (up to six students)

2ND PLACE
- School: $500
- Students: $75 (up to six students)

3RD PLACE
- School: $250
- Students: $50 (up to six students)

**INTERMEDIATE**

1ST PLACE
- Teacher: $250
- School: $750
- Students: $100 (up to six students)

2ND PLACE
- School: $500
- Students: $75 (up to six students)

3RD PLACE
- School: $250
- Students: $50 (up to six students)

**ADVANCED**

1ST PLACE
- Teacher: $250
- School: $750
- Students: $100 (up to six students)

2ND PLACE
- School: $500
- Students: $75 (up to six students)

3RD PLACE
- School: $250
- Students: $50 (up to six students)

Additional awards will be given for Best Actor, Best Actress, Best Editing, Rookie of the Year (for first-time participating schools), Best Use of Special Effects, and Most Likely to Go Viral. The prize is $50 for each student on the team.

Entries for the event will be accepted September 9, 2019 through December 15, 2019. The project finalists will be announced January 20, 2020. For more information about Ready. Set. Record. and how to enter, visit https://www.healthy.arkansas.gov/programs-services/topics/project-prevent-youth-coalition.
RULES: VIDEO ENTRIES

1. Participants must be in grades 8-12.
2. Ready. Set. Record. is a Project Prevent Youth Coalition activity. All participants are encouraged to join Project Prevent to stay up-to-date on activities such as Ready. Set. Record. To join, visit www.surveymonkey.com/r/joinPPYC.
3. Videos must be created and produced by a team of six or fewer students.
4. Each team must determine a division in which to enter their video: Beginner, Intermediate or Advanced. Beginners are defined as students who are submitting videos for the first time. Intermediate entries are students who are submitting a video for the second year in a row. Advanced entries are students who are submitting a video for the third or fourth year in a row.
5. All videos must be 30-seconds total in length and include a three-second tag at the end for Project Prevent Youth Coalition. The preferred tag is “For more information, follow Project Prevent on Facebook and Instagram”. Please make sure your video is the correct length of time. For example, a 45-second video will be disqualified because the rules limit videos to 30 seconds.
6. No professional production or post-production assistance is allowed.
7. Any video that portrays overt violence, vandalism, appearance or use of any 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!
8. Please pay close attention to the contest rules. If you use statistics, please make sure they are up-to-date. We’ve provided a list of trusted websites from which you can obtain more information and additional resources.
10. A third-party judge will review submissions based on the following criteria: creativity, effectiveness/accuracy of message, ethics and quality of talent.
11. The finalists will be announced on Project Prevent’s Facebook and Instagram on January 20, 2020.
12. Qualifying entries will receive an invitation to the Project Prevent Ready. Set. Record. Film Festival where awards are presented. We encourage every Ready. Set. Record. participant to attend and enjoy the show!

CREDIBLE SOURCES

Truth Initiative - truthinitiative.org
Campaign for Tobacco Free Kids - tobaccofreekids.org/problem/toll-us/arkansas
Centers for Disease Control and Prevention - cdc.gov/tobacco