

TALK BACK TO BIG TOBACCO!

Script & Storyboard Contest

Sponsored by the Media Literacy Project
www.medialiteracyproject.org/talkback

CONTEST RULES

1. Who may enter:
 - You must be a New Mexico resident.
 - You must be a student in middle school or high school.
(Or if you're not in school, you must be 12 to 18 years old and *not* a high school graduate.)
2. How to enter:
 - Complete an entry form.
 - A parent or legal guardian must sign the entry form if you're under 18.
 - Prepare a radio script and/or TV storyboard following the guidelines below.
 - Mail the entry form and script/storyboard to:

Talk Back to Big Tobacco!
c/o Media Literacy Project
6400 Wyoming Blvd. NE
Albuquerque NM 87109
3. Deadline: All entries must be postmarked by **December 3, 2010**.
4. This contest is sponsored by the Media Literacy Project (MLP) with support from the New Mexico Department of Health, Public Health Division, Tobacco Use Prevention and Control Program (TUPAC). KUNM-FM, and Quote Unquote Inc. are collaborating in the project.
5. Guidelines for radio scripts & TV storyboards:
 - Submit scripts/storyboards for 30-second ads only.
 - Use one of the templates provided.
 - Type or print clearly.
 - Storyboards will not be judged on your drawing abilities! Rough sketches and stick figures are okay, as long as your concept is clear.
 - Do not use the name of an actual tobacco brand or tobacco company.
 - Do not use the name of a real person unless you have permission.
 - To improve your chances of winning, do not include fancy special effects, locations outside New Mexico or other elements that would be expensive to produce.
6. Your script or storyboard must be an original creation. You may not copy an existing script, storyboard, public service announcement or advertisement.

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7. Please do not submit a completed radio or TV ad (tape recording, movie file, etc.)
8. You may submit more than one script or storyboard. Only one entry form is required.
9. You may work with others to prepare your script or storyboard, as long as they meet the eligibility requirements in #1 above. Complete a separate entry form for each person in your group. If you win, the prize money will be divided equally among your group.
10. Scripts and storyboards will be judged on originality, the effectiveness of the tobacco prevention message, and its relevance to New Mexico youth.
11. Extra points will be given to scripts and storyboards aimed at youth from low-income households, rural youth, Native American youth, LGBT youth, and youth with disabilities, as well as to storyboards and scripts in languages other than English. See our website for more info on tobacco related disparities.
12. Eight winners -- four radio scripts and four TV storyboards -- will be chosen in January 2011 by a panel of media and tobacco prevention experts. Each winner will receive a cash prize of \$500.00. Winners will be notified by January 31, 2011. If you win, you will be required to provide a Social Security number (yours, or that of a parent, legal guardian or sponsor) before the cash prize is awarded.
13. Employees or family members of employees of MLP, TUPAC or any person on the judging panel are not eligible to win the contest.
14. By entering the contest, you give MLP, TUPAC, KUNM-FM and Quote Unquote, Inc. an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, modify, publish and otherwise make use of your script or storyboard for non-profit educational purposes, including but not limited to:
 - copying scripts and storyboards for judging purposes
 - posting winning scripts and storyboards, with your name and hometown, on the contest website
 - editing or modifying winning scripts and storyboards for radio or TV production
 - producing radio and TV spots based on the winning scripts and storyboards
 - duplicating and distributing the completed radio and TV spots
 - posting the completed radio and TV spots on the contest website and other websites
 - broadcasting the completed radio and TV spots on KUNM-FM and/or Albuquerque Community Cable Access Channel 27
 - distributing the completed radio and TV spots for broadcast on other nonprofit public radio and television stations
15. If you win, TUPAC may, at its discretion, purchase all rights to your script or storyboard for \$2,500.00. If your script or storyboard has more than one author, this amount will be divided equally.

Questions?

**www.medialiteracyproject.org/talkback
talkback@medialiteracyproject.org
505-828-3129**