

TV-PSA 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 three team members** are allowed per commercial. You may recruit extra friends to act in the commercial, but only three team members can write, direct and produce your PSA. If you've got six friends interested in helping, divide into two teams! There is also no limit on the number of entries each team can submit.

No stunts. Period. If your team pulls some crazy stunt like those guys on TV, the judges are going to put those entries straight in the trash.

Must-have Information: All TV PSA entries must include the Florida KidCare logo, phone number (1.888.540.5437) and web address (FloridaKidCare.org).

Digital only. You must submit two (2) DVDs of your commercial. Each disc must be labeled with a title, names of your group members and your school.

No favorites. Sorry, but the children of Florida Healthy Kids Corporation employees and Florida KidCare vendors are excluded.

