

# Video Contest Rules



zero  
tolerance  
for child abuse

Take Action

- Students of any age are asked to prepare up to a 5 minute video, including opening titles and closing credits
- The video needs to support the theme that there is “Zero Tolerance” for child abuse. This is a movement that starts with the spark of one individual and becomes a community wide effort. Imagine a community safe for all children. A place where abuse will not be tolerated. Ever! You need to find a way to reflect that in your video.
- The video can be staged as a short play, commercial, news broadcast, talk show, music video, documentary etc...
- Student entrants must be middle or high schools students or currently enrolled in undergraduate college, full or part time in northern Michigan
- If you have questions regarding whether or not you are eligible to enter this competition, contact Carrie at: [carriebourdages@nwm.cog.mi.us](mailto:carriebourdages@nwm.cog.mi.us)
- All entries become the property of the Traverse Bay Children’s Advocacy Center and will be used as part of their marketing mix
- Entries will be judged on overall impact, effectiveness of conveying the “Zero Tolerance” theme, and artistic merit

## Submission Process:

- Upload video online (YouTube, Vimeo, etc.) and e-mail the URL to Carrie at [carriebourdages@nwm.cog.mi.us](mailto:carriebourdages@nwm.cog.mi.us)
- Deliver/mail DVD of uploaded submission to  
Attn: Brooke Netz  
Children’s Advocacy Center  
121 East Front St., Ste. 301  
Traverse City, MI 49684
- DVD must be clearly marked with name of entrant and video title. All entries must be accompanied with the completed and signed Entry Form (visit [www.traversebaycac.org](http://www.traversebaycac.org) for event description and entry form)
- All steps of the submissions process must be received prior to 4:00 p.m. on April 2, 2012
- Jury will include local celebrities. Judges’ decisions are final
- The winner will be announced and presented with an award \*BY THE JURY\* at the Zero Tolerance Event on April 21, 2012
- The winning video will be featured as part of this celebration
- The winning video will also receive a \$500 Downtown Traverse City gift certificate