



**Zero  
tolerance  
for child abuse**

Take Action

## Video Contest Rules

Students of all ages 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, animation, music video, documentary Ken Burns effect, etc. Be creative!

Student entrants must be elementary, middle or high school 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, reach out to:

[Jennifer@completesolutionsinc.com](mailto:Jennifer@completesolutionsinc.com)

All entries become the property of the Traverse Bay Children’s Advocacy Center and will be used in advertising and marketing for the TBCAC

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 Jen at: [Jennifer@completesolutionsinc.com](mailto:Jennifer@completesolutionsinc.com)

**Submissions must be accompanied by an application and a parental consent form. Go to [www.traversebaycac.org](http://www.traversebaycac.org) for these forms.**

All steps of the submissions process must be received prior to 4:00 p.m. on April 2, 2012

Jury will include local celebrities: John Robert Williams, Rich Brauer, Deb Lake and Brooke Netz. 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