



CALLING ALL HIGH SCHOOL CREATIVES!

Showcase your talent & win \$1,500 to your student organization of choice!

The Better Business Bureau of the Midwest Plains invites YOU to join our High School Multimedia Contest!

WHAT'S IN IT FOR YOU?

- A chance to unleash your creativity in advertising, audio/video, graphic design, and storytelling.
- Work with a trusted brand that's been the leader in advancing marketplace trust for over a century.
- Compete for awesome prizes and gain real-world experience!

DON'T MISS OUT!

- Gather your team.
- Share your vision.
- Make a difference.

READY TO SHINE?

Show us what you've got!



2025 BBB MIDWEST PLAINS

HIGH SCHOOL MULTIMEDIA CONTEST

The BBB High School Multimedia Contest invites students in grades 9-12 to engage with and collaborate on topics of trust and ethics.

WHO IS ELIGIBLE?

The BBB High School Multimedia Contest is open to students in **grades 9-12 in Nebraska, Kansas, Southwest Iowa and Western Missouri**. Eligible counties include:

- **Iowa:** Fremont, Harrison, Mills, Montgomery, Pottawattamie and Shelby
- **Kansas:** Johnson, Leavenworth, Linn, Miami, Wyandotte
- **Missouri:** Adair, Andrew, Atchison, Bates, Benton, Buchanan, Caldwell, Cass, Chariton, Clay, Clinton, Cooper, Daviess, De Kalb, Gentry, Grundy, Harrison, Henry, Holt, Howard, Jackson, Johnson, Lafayette, Linn, Livingston, Macon, Mercer, Morgan, Nodaway, Pettis, Platte, Putnam, Randolph, Ray, Saline, Schuyler, Scotland, Sullivan and Worth
- **Nebraska:** All counties

BBB Midwest Plains sponsors this valuable experience for students because we believe that to have trustworthy businesses tomorrow, we must encourage strong character in our youth today.

HOW DO I GET STARTED?

Contest Prompt: Develop a multimedia campaign that showcases the positive impact of ethical business practices on consumers, communities and future generations. Your campaign should also emphasize how BBB plays a vital role in fostering trust in the marketplace.

Students are encouraged to work together, in teams, with guidance from parents and teachers, to create a:

- **Video PSA (30-60 seconds):** Use your creativity to capture why ethical business matters and how youth can lead the charge.
- **Radio PSA (15-30 seconds):** Craft a compelling audio message that calls businesses to act with honesty and fairness,
- **Creative Collateral:** Whether it's social media content (TikTok, Instagram stories), a written op-ed, photos, graphic designs or even a podcast episode, show how emerging platforms can spread the message of marketplace trust.

Start the process today at bbb.org/mwpmultimedia.

STUDENT AWARDS

First Place: \$1,500 to a student organization of choice

One winning entry will be selected per service area.

QUESTIONS?

Contact **BBB Communications** at communications@bbbinc.org for help on how to get started.



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RULES, GUIDELINES & TIPS

In order to qualify for judging, your entry must adhere to the following rules and specification guidelines. All entries become the property of BBB Midwest Plains. Entries may be used in future promotions, events or marketing campaigns. **Entries must be submitted by March 31, 2025 (11:59 PM)**

TEAM RULES

- ✓ **Team Composition:** All team members must attend the same high school but may be from different grade levels.
- ✓ **One Team Rule:** Students can only register with one team, and each team is allowed a single entry.
- ✓ **Winning Funds:** Only one designated student organization can be named to receive the prize funds if the team wins.
- ✓ **Team Leadership:** Each team must appoint one team leader. The team leader is responsible for: Collecting and submitting required release forms from all team members, and submitting the team's final entry.

SUBMISSION RULES

- ✓ **Originality:** All submissions must be new and original creations.
- ✓ **Content Standards:** Entries containing nudity, profanity, explicit violence, drug use, or drug references will be immediately disqualified.
- ✓ **Copyright Compliance:** Submissions must not include any copyrighted material, such as music, images, or logos, except for the official BBB logo.
- ✓ **Release Forms:** Anyone appearing on camera, including parents, guardians, or teachers, must sign and submit a release form.
- ✓ **Ownership:** All submissions become the property of BBB Midwest Plains and may be used in future promotions, events, or marketing campaigns.

NOTE: All participants, including actors and technical crew, must submit a signed Waiver & Parental Consent Agreement form. If a participant is a minor (under age 18 in Iowa, Kansas, Missouri, South Dakota, or under age 19 in Nebraska), then a parent or guardian must sign the form to be eligible.



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DEADLINE

All entries and signed forms must be submitted by March 31, 2025 (11:59 PM).

Winners will be notified by the end of the school year.

AFTER SUBMISSION

BBB will review all submissions to identify qualifying entries. A qualifying entry is an entry created by an eligible student or student team that:

- ✓ Follows all rules & guidelines
- ✓ Includes all requirements
- ✓ Includes a completed online entry form
- ✓ Includes signed copies of the release form for each team member and anyone who appears on camera.

Entries missing any of the above components will not move on to the next round.

WINNING SELECTION CRITERIA

Winning teams will be determined through peer voting.

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