

Film This...!

This packet contains information about the Union County High School TV Public Service Announcement (PSA) Contest sponsored by Prevention Links and the Amber Pizzo Memorial Foundation. The PSA Contest is open to all Union County high school students. This is an opportunity for students to send a positive message to their peers and communities that underage drinking does not have to be a part of their activities by creating, acting in and producing a 30 second television PSA.

Guidelines to follow when submitting your PSA

- All submissions need to be unique in concept. Through a positive 30 second message, students will discourage the use of alcohol while explaining the severe consequences of underage drinking.
- Submissions will include the following items:
 - a) **ENTRY FORM**
 - b) Brief description that explains your PSA concept
 - c) Script with all spoken parts written out
 - d) Storyboard
 - e) Film entries are to be submitted on a DVD. Preferred formats: .mp4, .wmv, .avi
- Entries must contain all original material (including music). Submissions may not incorporate any copyrighted, trademarked, or otherwise branded materials, logos, products, etc. Entries that contain copyrighted, branded, and/or trademarked materials will be disqualified.
- Each PSA submitted must be created by a team of 2 - 6 students. The **ENTRY FORM** must include all participants:
 - ☞ School name
 - ☞ Principal's name, telephone and e-mail
 - ☞ Faculty Advisor name, telephone number and e-mail address
 - ☞ Student names

By submitting a PSA, all entrants grant the sponsoring agencies a non-exclusive license to reproduce, prepare derivative works, publicly display or distribute the project on television, the Internet and related events.

Judging Criteria

Scripts will be judged on:

- Originality – is creativity used to deliver the message?
- Persuasion – how impactful will the PSA be to changing someone's driving behaviors or attitudes?
- Youth appeal – is the message clear and relevant to the audience?
- Simplicity – is the message concise and to the point!
- Overall production values/technical competence.

Remember: Copyrighted materials may not be used.

All entries will be judged and reviewed by Union County representatives such as members of the Union County Sheriff's Office, the Union County Prosecutor's Office, M.A.D.D., Board of Chosen Freeholders, D.A.R.E. and the education community. This process will determine the top five videos. Those top videos will be displayed on www.preventionlinks.org/psa for online voting from May 1st to May 23rd. The top three winners will then be decided through online voting. We encourage participants to get support from family and friends in this voting process.

All entries will be recognized. First place winning program participants will see their PSA video aired on television stations throughout New Jersey.

Each member of the selected first-place team will receive an Award Certificate and their school will receive a \$1000 cash award. Each member of the 1st runner-up team will receive an Award Certificate and their school will receive a \$500 cash award. Members of the 2nd runner-up team will each receive an Award Certificate and their school will receive a \$250 cash award.

In addition, the top five videos from our contest will automatically be entered by Prevention Links into the Mothers Against Drunk Driving Power of You (th) National PSA Contest. By entering in this contest, your school agrees to enter into the M.A.D.D Power of You(th) Video Contest. In the event of a team winning the M.A.D.D. Power of You(th) Video Contest, the schools' department will win the prizes and awards. No one individual will be recognized. Any trips won during the Power of You(th) Video Contest, the school will then pick a representative who may be invited to participate in two M.A.D.D. events. *"MADD is asking teens to take a stand and create a short video to encourage their peers to avoid drinking alcohol and never get in a car with someone who's been drinking. The top five finalists of this national project will win a new iPad and a spot in MADD's National Teen Influencer Group, made up of teens from across the nation interested in helping tackle this problem. Deadline to enter is April 27, 2012."*

For more information on the Mothers Against Drunk Driving Power of You(th) Video Contest, please visit www.madd.org/powerofyouth.

Entries must be postmarked by April 20, 2012

Each team must submit one Entry Form along with their script, storyboard and DVD; entries must be postmarked by April 20, 2012 and mailed to the address below. Unfortunately, entries that are received later than 5:00 p.m. on April 20th will be ineligible for consideration.

Return by Postal Mail to:
Union County HS PSA Contest
c/o PREVENTION LINKS
121-125 Chestnut Street – 3rd Floor
Roselle, NJ 07203

Return by E-Mail to:
slegg@preventionlinks.org

Include "TV PSA Contest" in subject line.

Submissions returned by e-mail must be sent from the sponsoring teacher's e-mail account. A submission from a student's e-mail account can not be accepted. Forms and print materials sent by e-mail must be in a Microsoft Word or PDF attachment; video files should be submitted in .mp4, .wmv or .avi format.

For additional information, please contact Stacey Legg at 732-381-4100 or slegg@preventionlinks.org.

