

HCPL Youth Against Underage Drinking Public Service Announcement Challenge Rules and Guidelines

Overview: The Henry County Public Library is pleased to announce our underage drinking public service announcement (PSA) contest. We are looking for motivated and creative middle and high school students to submit a video PSA addressing the dangers of drug and alcohol abuse. The winning PSAs will be compiled and copies will be given to each county school system as well as posted on the Henry County Public Library's website and social media.

Objective: Construct and submit a video no more than 2 minutes in length about the dangers of alcohol abuse. A panel of judges will review all PSA's. PSA's will be judged on the criteria below and a successful PSA will achieve the following: get the viewer's attention, convince the viewer they can make a difference, make every word and image count, use emotion to compel the viewer, and call the viewer to action.

Judging Criteria

All entries will be evaluated on the following criteria:

- Appeal to youth
- Clarity of Information
- Clearly defined message
- Creativity/Originality
- Overall production value
- Presentation Effectiveness

Deadline: Videos and Entry Forms must be submitted by 5 pm, June 12th.

FAQ & Other Important Information:

Who Can Enter?

Students who are enrolled in 6th-12th grades at a public, private, or home school. Eligible students can work alone or in groups.

What can be included in your message?

The video must deliver a message that promotes a theme associated with the prevention of underage drinking.

What cannot be in your message?

Graphic drug or alcohol use cannot be shown. You cannot glorify the use of drugs and alcohol to show the consequences. It is also not permissible to disclose personal or private information about specific people that have a history, or have been associated with the use of drugs or alcohol.

Copyright and trademarked materials, such as music, logos, and products cannot be used in the video without written permission from the copyright owner. The use of these without consent may lead to disqualification.

Entrants must not engage in any violent, dangerous, or illegal behavior in creating a PSA entry.

Inappropriate or obscene content will be determined at the discretion of the judges and may result in disqualification.

How do I submit an entry?

You can submit your PSA entry in one of two ways.

1. Upload your video to YouTube. Make sure your video is set to "Public" so that our judges may view it. Title your video "HCPL Underage Drinking PSA Challenge-[Your Title]." Make sure you note your title on your entry form.
2. Save your video to a flash drive using the format .mov or .mp4 and turn the flash drive in with your entry form.

Prizes:

Winners will be announced, prizes will be awarded, and the winning videos will be shown at the PSA Challenge Reception on June 19th at 6 pm. Winners will be notified by phone by 5 pm on June 16th.

1st, 2nd, & 3rd place winners will each receive a trophy and prize package. 1st place will receive a \$75 gift card. 2nd & 3rd place will receive a \$50 and a \$24 gift card respectively.

Requirements:

1. All information included in your PSA must be factual.
2. All group participants must complete the official entry form.
3. Videos must be submitted in .mp4 or .mov format or through a YouTube link.
4. All works must be original and include **no** copyright materials.
5. Entrants must submit a talent release form from each participant whose image and/or voice is used in the PSA.
6. Students under 18 must have a parent or guardian's signature on the form.

Resources for Royalty Free Music:

<https://www.gettyimages.com/music>

www.creativecommons.org/legalmusicforvideos

www.freestockmusic.com

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