



STOP Underage Drinking and Other Drug Abuse Public Service Announcement (PSA) Competition 2009 ~ 2010



Purpose: To utilize the artistic talent of Johnson County students to produce a PSA creative. The creative will be used as a social norms marketing campaign and should emphasize positive behaviors and preventing underage drinking and other drug abuse.

The Competition: Area Middle & High Schools are encouraged to develop a team, preferably through the Broadcast Journalism classes, to create and produce a youth-led PSA preventing substance abuse. All Johnson County Schools are eligible to participate in this competition.

Judging: A panel of judges will be comprised of the Johnson County STOP Underage Drinking Project, Inc. This panel will review all entries and determine the winning PSA, to be aired on local cable television and movie theatres throughout the 2010 year.

Guidelines:

- ✓ PSA **must** be 30 seconds or less in length
- ✓ The topic **must** be on preventing underage drinking and/or other drug abuse
- ✓ **Cannot** depict alcohol or other drug use as favorable, or be glorified and portrayed in a positive fashion
- ✓ **All** copyright regulations must be followed (music, brands, etc.)
- ✓ **Each** person will sign a consent form allowing for the PSA to be used by the STOP Coalition
- ✓ Must be youth-led and produced with assistance from school broadcast journalism teachers or other school officials
- ✓ All PSA's must follow the content guidelines provided (see National Cinemedia, LLC. and Screenvision content guidelines attachment)
- ✓ Statistics used in the PSA regarding substance abuse should be collected from the Kansas Communities That Care Student Survey data. This information can be obtained from www.ctcdata.org or contact Shana Burgess at the Regional Prevention Center: (913) 715-7886
- ✓ Each PSA will need to include the STOP Coalition logo and contact information. To obtain this information please contact Shana Burgess.

Format:

- ✓ Submit **one (1) DVD** that contains the PSA(s) for the judging committee to view.

Topic Ideas:

Emphasis on positive behaviors as exemplified, but not limited to:

- ✓ Most Johnson County adolescents are healthy and active
- ✓ Most Johnson County adolescents don't drink on a regular basis
- ✓ 7 out of 10 adolescents are tobacco free
- ✓ 85% of Johnson County adolescents don't drink and drive

Other ideas:

- ✓ Health and/or Legal consequences of underage drinking
- ✓ Individual/Social/Family consequences of underage drinking
- ✓ Underage Drinking and crime.
- ✓ Adults hosting underage drinking parties
- ✓ Drinking and Driving
- ✓ Easy accessibility of alcohol to adolescents
- ✓ Peer Pressure

Award: The winning PSA will receive a grand prize award and be recognized locally as the 2010 PSA Winner. Examples of prizes may include, but not limited to:

- ✓ Movie Pass/Gift Card to local movie theatres.
- ✓ Monetary donation to the winning school broadcast journalism program
- ✓ Monetary scholarship/stipend to the winning team of students
- ✓ Gift certificates to various local entertainment venues and/or local businesses

Notification of participation in the contest deadline: February 5, 2010

Deadline: Friday, April 2, 2010

Announcement of winner: Monday, May 3, 2010

Winning PSA will be asked to submit the following formats:

- One (1) DVD
- One (1) Windows Media Video (.avi) and/or QuickTime (.mov) file
- One (1) NTSC DigiBeta and/or NTSC BetaSP
- One (1) miniDV

Consent:

Each entry will need to submit a signed consent form granting permission to publicize the PSA. Consent forms from each person involved in the creation and production of the PSA creative are required.

Winners will grant permission to publicize the PSA via promotional/media agencies, publications, newsletters, newspapers, website, and/or partnering agencies associated with the STOP Coalition, etc.

Student Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

(If applicant is under 18 years of age)

School Sponsor Signature: _____ Date: _____

For more information, or to enter your team today, please contact:

Shana Burgess at (913) 715-7886 or shana.burgess@jocogov.org

Sponsored by: Johnson County Stop Underage Drinking Project



Visit www.jocostop.org or call (913) 715-7880