



LAKE COUNTY  
YOUTH-LED  
PREVENTION

2016 PSA Contest Entry Form  
**Due April 29, 2016**

Youth Creators: (1-8 individuals may participate)

Name (First, Last)	Age	Grade	School
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

**\*1<sup>st</sup> person listed agrees to be the contact for the group**

Contact information for #1 above:

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**Adult Sponsor:**

Each group must have an adult sponsor (parent, teacher, coach, youth group leader etc. over the age of 18).

Name: \_\_\_\_\_

Daytime phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Relationship to youth: \_\_\_\_\_

I agree to support these students, certify that all part of the PSA will be created by the students listed above, and ensure that all that their entry complies with all the contest rules.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**PSA Description:**

Topic: \_\_\_\_\_

Goal: \_\_\_\_\_

Title: \_\_\_\_\_

Please submit a description of characters/plot with completed entry form.

## **LGYLP 2016 PSA Contest Guidelines and Rules**

### **What is a PSA??**

**A Public Service Announcement (PSA) is a message that is broadcast for the public good by raising awareness about specific issues**

### **Guidelines to follow when submitting your PSA:**

- 1.) All submissions need to be unique in concept. Through a positive 30-90 second message, youth will encourage youth to be drug and alcohol free, tolerate differences, increase awareness of mental health issues (such as depression, suicide) while promoting positive mental wellness.
- 2.) Submissions will include the following items:
  - a. Completed Entry Form
  - b. Description of characters/plot
  - c. Film entries are to be submitted on a DVD, blue ray if possible. Preferred formats: .mp4, .wmv, .avi. Videos are to be shown on a movie screen; please provide highest resolution possible.
- 3.) 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.
- 4.) Each PSA submitted must be created by a team of 1 – 8 youth. Youth may not participate in more than one team. There may be multiple submissions from a school or group but each team may only submit one PSA.

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 behaviors or attitudes?
- Youth appeal – is the message clear and relevant to the audience?
- Simplicity – is the message concise and to the point!

\*\*Videos will not be judged based on technical ability

Remember: Copyrighted materials may not be used.

All entries will be viewed and voted on by a panel of Lake County community representatives, including a youth representative. The top 5 entries will then be placed online for public voting (details to be released). These PSA's will then be viewed and the winners announced on May 24<sup>th</sup>, 2016 at a Red Carpet Event to be held at Atlas Cinemas in Mentor. (details to be announced)

Each member of the selected first-place team will receive an Award Certificate and share a \$500 award. Each member of the 1st runner-up team will receive an Award Certificate and share a \$300 award. Members of the 2nd runner-up team will each receive an Award Certificate and will share a \$150 award. (Awards will be given in gift card form.)

Entries must be received by April 29, 2016. Unfortunately, entries that are received later than 5:00 p.m. on April 29, 2016 will be ineligible for consideration.

**Entries may be submitted via email to [jdeakins@crossroads-lake.org](mailto:jdeakins@crossroads-lake.org) or US mail to:**

Jamie Deakins  
Crossroads  
8445 Munson Road  
Mentor, OH 44060

Questions? Contact Jamie Deakins at (440) 255-1700 or [jdeakins@crossroads-lake.org](mailto:jdeakins@crossroads-lake.org)