



The Underage Drinking Prevention and Social Marketing Project

Enforcing Underage Drinking Laws through a Statewide Marketing Campaign

2010 Youth-Led Public Service Announcements *Contest Announcement*

The Underage Drinking Prevention and Social Marketing Project is pleased to announce its “PSA Challenge,” a statewide peer-led public service announcement (PSA) video competition to help spread the word that “21 Means 21”.

Overview

The PSA Challenge will identify and reward the state’s best student-led, PSA projects. West Virginia’s middle school, high school, and college and university students are invited to enter the contest by submitting their PSAs to the West Virginia Prevention Resource Center by **March 31, 2010**. The best projects (based on creativity, originality, message and overall presentation) will be selected. The project is funded by The U.S. Office of Juvenile Justice and Delinquency Prevention’s *Enforcing Underage Drinking Laws* program, which is administered in West Virginia by the Division of Criminal Justice Services. In this program, teams of youth from around the state develop Public Service Announcements which are then judged by a team of media and prevention professionals. After the winners are announced in April, selected teams (and adult sponsors) will come to Charleston to fine-tune their scripts and tour the radio and television production facilities. Then, the selected teams (and adult sponsors) will come back to Charleston for one day (all expenses paid) to film and record their PSAs. The PSAs will be distributed statewide.

Timeline (Subject to Change as Necessary)

- **March 31, 2010 - Public Service Announcement Applications and DVD submissions due.**
- **April 5, 2010 – Winning teams announced.**
- **April 22, 2010 – Selected teams travel to Charleston for tours and training.**
- **May 4-7, 2010 – Selected teams return to Charleston for production. (One day per team).**

Eligible Participants

ALL West Virginia students at the middle school, high school or college level are eligible to participate. Teams of 4-6 students should work on their scripts together. NO solo projects are allowed. More than 4-6 students may work together to develop their scripts, but no more than 6 students will travel to Charleston for production. Each group must have 1 (but no more than 2) adult sponsor(s).

Requirements

IMPORTANT: Videos must meet the following requirements to be considered for judging:

- Videos must include the theme/tag line: “21 Means 21”. (Use your creativity. You decide whether you want to explore underage drinking impacts on: relationships, crime, academics, etc.)
- Video length: no more than 29 seconds.
- A script or storyboard must be provided with the DVD entry.
- No trademarked, copyrighted or otherwise branded material, logos, products, etc. may be in the PSA without express written permission from the owner, business and/or organization. This includes music, clothing with logos, and props. See more information under the “Frequently Asked Questions” section on this site.
- Entries must be sent by mail. (Entries sent by e-mail will not be accepted.)

- A completed entry form, and applicable waivers and releases must accompany each entry. **A RELEASE FORM IS REQUIRED FOR ALL PARTICIPANTS INCLUDING THE ADULT SPONSOR.**

While the PSA Challenge theme is serious, we encourage you to enjoy the creative process. You are not limited to a certain style of video. You can use narrative, animation or whatever you believe will resonate with viewers. We're excited to view your interpretations of "21 Means 21"!

*A note about "production quality." You do not need sophisticated equipment to produce a winning PSA; however, it's important that your video have clear sound and picture (unless images are blurred or sound is distorted intentionally as special effects).

Application

Please use the application form contained within this document.

Scripts

Scripts should be developed for 29 second long announcements. Fill out the **Draft Script** form. Feel free to make copies if more space is needed. There is an example attached. You can view/hear the announcements from previous years at <http://www.prevnet.org/ru21/ycm.asp>. Call Stephanie Anthony at 766-6301 x25 if more information is necessary.

Script Work and Tour of the Production Facilities

Groups selected to produce their PSAs will come to Charleston to tour the production facilities, meet with media and prevention professionals, and work on their scripts. This meeting is required, though every member of the group does not have to attend. At the very least, the youth producer and adult sponsor **must** be at this meeting.

Production

Production will occur **May 4-7, 2010**. Production for each team will take one day. Television production will occur in the morning and radio production will occur in the afternoon.



2010 Underage Drinking Prevention PSA Contest Application

Please fill in the information below and send it to Stephanie Anthony at 100 Angus E. Peyton Drive, South Charleston, WV 25303. Submissions **MUST BE RECEIVED BY March 31, 2010**. A description of the roles follows the application.

No email or fax submissions, please. If you have any question please contact Stephanie Anthony at 766-6301 x25 or stephanie.anthony@marshall.edu.

Team Connection (school organization, community youth organization, youth group, or a group of friends)	
--	--

Sponsor Information

Sponsor Name:	
Sponsor Address:	
	, WV
Sponsor Email Address:	
Sponsor Phone Number:	
Relationship to the Team:	

Producer Information

Producer Name:	
Producer Home Address:	
	, WV
Producer Email Address:	
Producer Home Phone Number:	

Crew Members

Name	Email Address
Director:	
Writer(s):	
Editor(s):	
Actor(s):	
Public Relations:	

Draft Script

(Please add pages as needed. You do not need to use every box)

Tagline/Slogan:	
Target Audience:	
Research/Support:	
PSA Idea:	

Video/Scene/Location	Audio/Sound Effects/Dialogue
1.	
2.	
3.	
4.	
5.	

Video/Scene/Location	Audio/Sound Effects/Dialogue
6.	
7.	
8.	
9.	
10.	

Crew Responsibility Definitions

- **Producer** – Producers are in charge of a PSA’s production in all matters, except for the creative efforts of the Director. The Producer is also responsible for finding the key personnel and arranging for distribution.
- **Director** – Directors are responsible for the casting, editing, shot selection, shot composition, and script editing of a PSA. They are the creative source behind the PSA, and must communicate to actors on the way a particular shot is to be played.
- **Editor** – Editors normally work on the visual editing of the PSA.
- **Actor** – These people are the characters in the storyline of the PSA.
- **Writer** – Creates the dialogue for the actors and/or announcers in the PSA.

***Students may serve in more than one crew position.

Sample Script

Tagline/Slogan:	Know When to Say “Yes...” and When to Say “No!”
Target Audience:	Parents and older family members of underage youth.
Research/Support:	Teens usually get alcohol from a social source, such as parents or older siblings.
PSA Idea:	Youth asks family members for assistance in several areas.

Video/Scene/Location	Audio/Sound Effects/Dialogue
1. Kitchen/Dining Room Table with books, paper	Youth: Dad, can you help me with this math problem? Dad: Sure, (insert name)
2. Kitchen	(Same youth): Mom, would you fix me something to eat? Mom: Yeah, what would you like?
3. Living Room sending e-mail to a potential love interest.	(Same youth): Hey, bro. Can you tell me what to say that won't sound totally nerdy (or other word).
4. Mom, Dad and older sibling sitting at kitchen table. Youth walks in.	Youth: Hey, guys! I'm going to a party at Lynn's house tonight and I'd to take something. Could one of you all buy me a case of beer? Dad: No! Mom: Absolutely not! Sis/Bro: Nice try, but no way! Mom: It's unsafe. Sis/Bro: It's illegal. Dad: And, it's irresponsible.
5. Outtake Slide with Sponsors	“Know when to say yes and when to say NO!” Help us keep alcohol out of the hands of youth. A message brought to you by the WV National Guard, the WV Partnership to Promote Community Well-Being and Poca High School Students Against Destructive Decisions.

Nine Steps to Producing a Public Service Announcement (PSA)

Following are nine steps outlining the PSA video production process:

1. Identify your audience.

It is important to know your target audience—that is, whose knowledge, beliefs, attitudes or feelings would you like to change? Keep in mind your audience’s age, gender, role/job, hobbies and race/ethnicity.

2. Research a problem.

Keeping your target audience in mind, identify a problem and, if possible, a solution.

- Problem: What is one misguided fact, belief or bad attitude that your audience is likely to have?
- Solution: What is one accurate fact, new belief, attitude or feeling you would like to communicate to your audience?

3. Develop a goal.

Once you have identified a problem and solution, refine your message by identifying a specific goal. What exactly are you trying to accomplish? Do you want to change dangerous behavior? Reinforce safe behavior? Raise awareness? Refine your goal and message by developing it along one of the following lines:

• Health Message

Health messages convey the idea that if you take part in something (e.g., binge drinking or drinking and driving), it can hurt or kill you.

• Awareness Message

Awareness messages seek to make the community at large, or a segment of the community, aware of a specific problem (e.g., alcoholic energy drinks and teens don’t mix). The message may not offer a specific solution, but serve to make the public more aware, and in turn more receptive to looking for solutions at some point in the future.

• Social-Disapproval Message

Social-disapproval messages typically emphasize the immediate social consequences (foul smelling breath or clothing, bloodshot eyes) of certain behavior as opposed to the longer-term health consequences.

• Manipulation Message

Manipulation messages warn the audience about being tricked or deceived in advertising and marketing. For example, they may point out that an industry has a motive to sell a product that is not necessarily compatible with safety or responsibility. They may also focus on how particular advertising is misleading, deceptive or untruthful (e.g., how it does not warn of consequences such as addiction, or targets young people).

4. Choose a format.

Once you determine your goal and message, then consider the best format for presenting it. There are two possibilities:

• Story Format

The story format involves a mini-movie that puts the audience into a drama or comedy. Many variations involve two characters interacting with each other. One laments a problem, and the other offers a solution.

• Pitch Format

The pitch format involves a narrator who describes the problem to the audience and offers a solution. Pitch PSAs often directly ask or command the audience to do something.

5. Write a script.

Your message must get the audience’s attention and influence their attitudes. There are different script techniques for accomplishing this:

- Story. Characters face various life situations, often with conflict or controversy.

- Humor. Unexpected and funny images or situations attract attention and create a mood.
- Testimonials. Endorsements from likeable people influence an audience to share these ideas or behave in the same manner.
- Emotion. Words or facts resonate, move or startle the audience to create desire and urgency.
- Repetition. Repeating a name or image of a product or idea reinforces the message.
- Slogan and jingle. A catchy phrase (slogan) or piece of music (jingle) attracts attention and is easy to remember.

For a 30-second PSA, aim for about 75 words.

6. Recruit your talent.

Practice the script, have fun and use the strength of your actors. Here are a few tips that everyone should keep in mind:

- Project speech. If they can't hear you, they can't get the message. Fill the room with your voice. Speak from your diaphragm, not throat. This conveys authority and credibility.
- Control speed. If you speak too fast, people may miss your message. Slowing down also makes it easier to both project and animate your voice.
- Animate voice. One word or line can be spoken in many different ways, each time changing the mood or meaning. Animate your voice by varying pitch and speed, employing dramatic pauses, stretching words and avoiding monotone. Avoid sounding like you are reading by knowing the script well beforehand.
- Consider movement/nonverbal communication. Consider how movement and facial expression—or lack of it—impacts the presentation.

7. Select music and sound.

Music and sound effects (like images and text) must either be original or have permission for use granted in writing. Original music and sounds can be recorded using software that is often prepackaged with operating systems (e.g., GarageBand on Mac OS). There are also numerous Web sites that provide downloadable royalty-free music and sound effects for a small fee, such as www.royaltyfreemusic.com.

8. Practice, practice, practice!

Before recording your PSA, practice and receive feedback from your peers. Your video should be no less than 25 seconds and no more than 29 seconds. You might want to use a stopwatch to practice timing the performances.

9. Record your PSA.

PSA Challenge Frequently Asked Questions

What is a PSA?

A PSA, or public service announcement, is a noncommercial advertisement used to change public attitudes and behaviors. A PSA gives its audience information about social issues to encourage positive action.

Who can enter?

West Virginia students from middle school to college are all invited to enter the contest. (Participants under the age of 18 must have parental/guardian consent before submitting entries to the PSA Challenge.)

What is the deadline?

Entries must be postmarked no later than .

Does it cost anything to enter the PSA Challenge?

There is no fee for submitting an entry.

How should the PSA be submitted for entry?

PSAs must be recorded on DVD (uncompressed file format) and viewable through Windows Media Player. Entries must be between 25 and 29 seconds in length and should include completed entry forms, consent and photo release forms and express written consent for use of any copyrighted, trademarked or branded material. PSAs must be submitted to: WV Prevention Resource Center, 100 Angus E Peyton Drive, South Charleston, WV 25303

How will the contest be judged?

Entries will be judged by media and prevention professionals based on:

- Creativity
- Originality
- Message
- Overall Presentation

What equipment is needed?

Participants use their own props and equipment, including specialized software and cameras. (See the Research Resources section of this handbook for help.)

Can participants use other people's material?

Entries must contain all original material (including music, images, etc.). No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This might include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.

Can I use real-life experiences?

Yes, we encourage people to share their true stories. Depending on the nature of the PSA, students may be asked to submit additional waivers that give express permission to use photographs, names and/or other pertinent material in the PSA.

Will entries be returned?

No. Entries become our property and may be used for future promotional materials.

Can a group submit more than one entry?

Yes.

Can entries be disqualified?

Entries will be disqualified if they contain vulgar or inappropriate content; are not turned in with all proper paperwork; have postmarks later than the specified due date; or use copyrighted material. No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This can include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.

Does an adult need to oversee the project?

Yes, an adult must be listed as the primary contact for the PSA team.

Can adults assist in production?

Faculty and/or staff may assist with production, but they are limited to only verbal guidance. They are allowed to be actors, but not content contributors.

How many students can work on one PSA?

There is no limit to the number of students who can work on a PSA. There is, however, a limit on the number of students whose travel will be covered during production.

What does each entry need to include?

Entries should include a completed application and script, express written permission for use of any copyrighted, trademarked or branded material, and a Consent Form and Photo Release for the producer and every actor in the PSA.

Would a silent movie with background music qualify for the PSA Challenge?

Yes. Music and sounds may be used, but they can't be copyrighted.

For questions not answered here, contact Stephanie Anthony, Underage Drinking Prevention Specialist at stephanie.anthony@marshall.edu.



The Underage Drinking Prevention and Social Marketing Project

Enforcing Underage Drinking Laws through a Statewide Marketing Campaign

Youth

I agree to participate in the 2010 Underage Drinking Prevention & Social Marketing Project Public Service Announcements (PSA). The television and radio PSAs are designed to impact attitudes and behaviors concerning underage drinking by involving youth in the production of messages that will be distributed throughout WV and posted on www.prevnet.org/ru21. The project will involve training prior to recording and participation in production in Charleston, WV. I understand I will be chaperoned by an adult who will coordinate trainings and transportation for these events. I will meet or exceed what is expected of me as explained below.

Name: _____ Male or Female (Circle One)

Home Address: _____

City: _____ Zip: _____ County: _____

Home Phone#: _____ E-Mail: _____

Date of Birth: _____ Age: _____ Name of School You Attend: _____

Signature: _____ Date: _____

Parent

I understand my son or daughter has been selected to participate in an effort to impact attitudes and behaviors concerning underage drinking by involving youth, prevention specialists, and media representatives to produce messages that will be distributed throughout WV and posted on www.prevnet.org/ru21. The project will involve training prior to recording and participation in production in Charleston, WV. I understand my son or daughter will be chaperoned by an adult who will coordinate trainings and transportation for these events. I understand I will be contacted, and it will be my responsibility for providing transportation home, if my son or daughter cannot meet or exceed what is expected of them as explained below.

Signature: _____ Date: _____

EXPECTATIONS

- Remain alcohol, tobacco, and other drug free.
- Be courteous & respect the rights and belongings of others.
- Operate with purpose and pride.
- Attend and actively take part in events and activities. Be on time for events.
- Wear seatbelt when traveling for events associated with the PSAs.
- Violent physical activity and/or sexual intimacy is not appropriate. Do not enter hotel rooms of the opposite sex.
- Comply with instructions as deemed necessary by chaperone or PSA staff for the successful production of PSAs.

PHOTO CONSENT

I give the West Virginia Prevention Resource Center (WVPRC) permission to use photos and video taken during the Underage Drinking Prevention & Social Marketing Project PSAs that include my image and voice. I understand the photos and video may be used in both printed and electronic materials. I understand these materials will be posted on the WVPRC's website & distributed to TV and radio stations across WV. Community prevention specialists will also receive these materials.

Signature of Participant: _____ Date: _____

IF THE PARTICIPANT IS UNDER 18:

I am the parent/legal guardian of the participant. I have read this release and agree to its terms.

Parent/Legal Guardian's Signature: _____ Date: _____

MEDICAL INFORMATION & RELEASE

Family Physician: _____ Phone #: _____

Insurance Company: _____

Policy/Group#: _____

Allergies and/or Health Problems:

Medications: All medications, including over-the-counter products, will be the responsibility of the person bringing them. I hereby release Marshall University Research Corporation from all liability resulting from accidental injuries sustained by transportation to a medical facility and/or medical treatment administered while participating in the Underage Drinking & Social Marketing Project. I will be responsible for any medications needed.

Signature of Participant: _____ Date: _____

IF THE PARTICIPANT IS UNDER 18:

I am the parent/legal guardian of the participant. I read this release and agree to its terms.

Parent/Legal Guardian's Signature: _____ Date: _____

EMERGENCY CONTACT INFORMATION

Contact Name: _____

Relationship To Participant: _____

Home Phone: _____ Work Phone: _____

Cell Phone or Pager: _____

FOR ADDITIONAL INFORMATION:

The Underage Drinking Prevention and Social Marketing Project at the *West Virginia Prevention Resource Center* is funded by *The Office of Juvenile Justice and Delinquency Prevention* Enforcing the Underage Drinking Laws (EUDL) Grant Program administered by *The WV Division of Criminal Justice Services*. Additional information about the Underage Drinking Prevention & Social Marketing Project is available at www.prevnet.org/ru21 or by calling Stephanie Anthony at 766-6301 ext 25.