



Missouri's Youth/Adult Alliance Public Service Announcement (PSA) Contest

*Missouri's Youth/Adult Alliance, MYAA, wants to hear your story! There are a lot of great things we can say about your generation, but we want to hear it from you. 73% of Missouri youth report having NOT drank alcohol in a given month. Tell us **why** your generation is great and how this is connected to the fact that most Missouri youth aren't drinking alcohol.*

MYAA wants you and a few of your friends to make a PSA (public service announcement) that shows that teens who don't drink are in the majority.

Eligibility Requirements

- Missouri youth ages 12-18 are eligible to participate.
- All submissions must be produced as a PSA and themed as "Most of Missouri Youth." PSAs should creatively address the fact that most Missouri youth do not drink alcohol.
- All statistical / data sources must be cited in a graphic at the end of the PSA. Small font is fine—it just must be included for accountability and accuracy.
- Entries must be original work produced, written and/or directed by the submitting group. No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without written permission from the business. This includes logos on t-shirts, brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.
- Teachers and parents may help, providing direction and supervision, as long as the work is done only by students.
- Video should run between 28 and 29 seconds.
- Storyboards should be submitted by February 26, 2009 for approval and include the following information:
 1. Title of Project
 2. Total running time
 3. Names
 4. Contact information
 5. Registration form with parent signature
- Produced PSAs will be due April 1, 2009.
- Entrants agree to release, indemnify and hold harmless Missouri's Youth/Adult Alliance, and any other organizations related to the contest from any and all claims, injuries, damages, or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this contest or acceptance or use of a prize or parts thereof. All submissions, and any and all rights in submissions, become the property of Missouri's Youth/Adult Alliance. No entries will be returned.

Format

Entries will be accepted as hard copies (DVD) or electronically via e-mail. Regardless, the format must be YouTube compatible. YouTube accepts a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG transferred from most digital cameras and camcorders. Registration forms **MUST** be submitted for each participant in the PSA.

Technical Assistance From MYAA

1. Send questions regarding assistance with this project to MYAA at sswank@actmissouri.org. For reasons of fairness to all participants the questions and answers will be posted on our website at www.myaa.org/mostofmissouri.
2. Current statistics regarding MO youth can be found at <http://www.dmh.missouri.gov/ada/facts/factsheets.htm>.
3. For examples of similar videos and background on the theory of this approach visit the MOST Of Us website at www.MOSTOFUS.org

Judging Process

Missouri's Youth/Adult Alliance staff and coalition members will choose 3 finalists based on the following 2 part criteria:

Part 1— Storyboard / Script Approval

1. E-mail copy of script / creative story board to sswank@actmissouri.org for approval and suggestions for accuracy. Each script will receive 3 suggestions for improvement from MYAA staff. These will be treated as private and confidential. Once storyboard / script is approved you may proceed with your production. Information on how to complete a storyboard can be found at: www.adobe.com/education/digkids/lessons/storyboards.html.

Part 2 – Finished Production Judging

- Message incorporates and communicates the message that most Missouri youth don't drink.
- Signed statement of release forms signed by all actors and their parents/ guardians if under age 18. Statement of Release Forms are located at www.myaa.org/mostofmissouri.
- Overall frame and tone must be positive (not showing car crashes or other negative or fear-based strategies) and original.
- PSA is persuasive, organized, clear, creative and well produced.
- Production is neat, clean and professional in presentation.
- Ending tag line (graphic) must include: MOST Of Us™ is a registered trademark of Montana State University. (This can be very small but must appear for copyright reasons).
- Finalists' PSAs will be posted to YouTube at www.youtube.com/user/MOYouthAdultAlliance on April 9, 2009 and contest entrants and their classmates will all be able to vote for the PSA that will air throughout Spring 2009.

Timeline

December: Brainstorm

January/February: Create script and storyboard

FEBRUARY 26: STORYBOARD DUE, submit via e-mail to sswank@actmissouri.org
(Hint: submit early so you have more time for production!)
Within one week you will receive approval and feedback for your storyboard.

APRIL 1, 2009: FINAL PRODUCED PSA DUE. Send to:
Attn: Sara Swank
Missouri's Youth/Adult Alliance
428 E Capitol Avenue
Jefferson City, MO 65101
OR
e-mail to sswank@actmissouri.org

April 1-8: Finalists will be chosen

April 9-16: YouTube voting for final winner will take place. Watch and vote at
www.youtube.com/user/MOYouthAdultAlliance

End of April: Winner will be announced and PSAs will begin running on MTV, Discovery, Nickelodeon, ABC Family, The CW and other networks varying by region. PSAs will run through the end of the school year.

Awards

- Prizes to the student(s) or group producing the winning 30-second video.
- PSA will be aired on local and statewide media throughout April and May 2009.



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Please provide the following information on separate sheets for each participant.

Please print.

Title of Project _____

Total running time _____

Name _____

Address _____

City _____ State _____ ZipCode _____

Telephone Number _____

E-mail Address _____

Parent Signature _____

I permit my son/daughter to participate in the MYAA PSA contest and understand that his/her production may appear on YouTube and television. I also permit the release of his/her name when contest winners are announced.

Date _____

Please return form and storyboard by February 26, 2009. PSA is due April 1, 2009.