



As part of RI Student Assistance Services celebration of 30 years, RISAS is hosting a PSA Video Contest!

**Mission:** Create a 30 or 60 second Public Service Announcement (PSA) video. This commercial will educate friends or parents about topics like youth marijuana use, alcohol use, texting and driving, and the risk of prescription drug misuse. Be creative! Be bold! Use your persuasive talents to educate others about the dangers of youth substance use while promoting a *positive* message.

Your PSA can be entered into an **online contest** where members of the public vote for the best entries through Woobox. Winners will be announced and shown at the March 2017 RISAS conference!

## **PRIZES:**

✓ **A Tablet!**

✓ **A Day at the Rhode Show!**

Shadow the production team from 6:30 am – noon. Help with all aspects of producing this show! A super opportunity!

✓ **Your PSA on a Billboard!**

Lamar Advertising will feature the winner on a digital billboard for one week.

Contest runs from November 1<sup>st</sup>, 2016 – December 31<sup>st</sup>, 2016.



## RISAS PSA VIDEO CONTEST GUIDELINES

1. Open to all high school aged students in RI.
2. Create a 30 to 60 Second public service announcement with a positive prevention message.
3. Create your video and upload to either YouTube or Instagram. Entries are done by entering a URL to a video which has been uploaded to one of the supported platforms (YouTube or Instagram).
4. Target audience may be parents OR other teens.
5. No more than 10 seconds of text should be shown on the screen.
6. Students may use as many outside sources of information as they wish.
7. Students may **not** show actual or simulated drug use within the video.
8. Students may **not** use profanity or graphic language, graphic and sexually explicit images.
9. You must obtain all necessary rights, permissions, consents, approvals and releases from any persons or commercial entities shown, involved in the creation, displayed or who do or may have any interest or rights in connection with the content submitted.
10. File size may not exceed 50mb.
11. During the contest period from Nov 1<sup>st</sup> –Dec. 31<sup>st</sup>, visit <http://woobox.com/zbbfip> to follow the instructions and register. Submit the URL for your entry video, your email address.
12. During the voting period (Nov – Dec), tell your friends to vote for your video and spread the word!



Suggested Topics:

Topic	Audience	Audience
<b>Stress and Anxiety</b>	Teens	Parents
<b>Marijuana and Youth</b>	Teens	Parents
<b>Rx Drug Misuse: What Can YOU Do?</b>	Teens	Parents
<b>Impaired Driving</b>	Teens	Parents
<b>Suicide Prevention and YOU</b>	Teens	Parents
<b>Ecigs, Vaping and Teens</b>	Teens	Parents

## Frequently Asked Questions:

- *Who can enter?*  
Students in grades 9-12 enrolled in a RI high school or home schooled in RI. Tell a friend – they might have even more skills than you!
- *How many videos can you submit?*  
Participants can only submit one entry. If you are collaborating with a team of students, then one entry per team.
- *Can videos be submitted any way other than by uploading to the contest?*  
Videos must be uploaded to the woobox site. <http://woobox.com/zbbfip>
- *How long should the videos be?*  
Videos should be either 30 or 60 seconds in length. Think of a TV commercial. It's brief.
- *Is there a file size limit?*  
50 MB on a video uploaded to either YouTube or Instagram.
- *Which file formats will be accepted?*  
The way the video contest app works, submissions are done by entering a URL to a video which has been uploaded to one of the supported platforms (YouTube, Vine, or Instagram). You can enter by uploading video files (max file upload size is 50MB), but you would need to then re-upload those files to your own YouTube Channel and re-enter them with that URL in order to make them display as valid submissions in the contest.
- *Can the video have music?*  
No copyright materials (music or images) may be used unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.
- *Can the videos have graphic overlay?*  
Yup – have fun with this project!
- *Are there any specific requirements for the video content?*  
Please do not include any images of actual substance use. Please no profanity.

### RESOURCES:

NIDA <https://www.drugabuse.gov/>

<http://www.centerdigitaled.com/artsandhumanities/How-to-Create-the-Perfect-Public-Service-Announcement.html>

<http://www.samhsa.gov/talk-they-hear-you/partner-resources/psas>

<http://www.camy.org/resources/fact-sheets/prevalence-of-underage-drinking/>

<http://www.camy.org/resources/fact-sheets/>

***Be creative! Have fun!***

Still more questions? No worries... Contact: [ksullivan@risas.org](mailto:ksullivan@risas.org)