

2013 OhioMHAS Youth-Led Prevention PSA Contest



Calling all Ohio youth-led prevention programs ...

Do you have a mission and a message that you want your community and the entire state of Ohio to receive about the prevention of marijuana use? If so, here is your chance to make that happen.

The Ohio Department of Mental Health and Addiction Services (OhioMHAS) is excited to announce the third annual PSA (public service announcement) Contest. We are looking for the best PSA created by you, the youth of Ohio, that will educate, motivate and call your peers to action.

Please complete the application on the following page. Refer to the criteria and rules to ensure that your application is complete.

Please remember all PSAs must address this year's theme: "Marijuana."

All applications including a YouTube link to the PSA must be received no later than 5 p.m. on **April 1, 2013.**

Late and incomplete applications will not be reviewed.

Be sure to include all required materials. You will be notified by the review committee if your application has been accepted.

Email application and required materials to:

Valerie Connolly, OhioMHAS
Prevention and Wellness
Program Specialist
valerie.connolly@mha.ohio.gov



OhioMHAS Youth-Led Prevention PSA Contest

PSA Criteria:

Each PSA addressing “Marijuana” must be an **original** work created by the group members.

You may only have one entry per group.

Entries will be judged on content, creativity, originality, and if the PSA created awareness and showed the importance of the prevention of marijuana use.

Your PSA will need to focus on a single message related to marijuana use prevention that is simple, clear and does one of the following:

- Creates awareness of the problem or issue
- Shows the importance of the problem or issue
- Conveys simple forms of new information
- Promotes behavior change

When making your PSA, ask yourself if it meets the following objectives:

- Captures the viewer’s attention
- Conveys the view that he/she can make a difference
- Makes every word and image count
- Uses emotions to compel the viewer
- Clearly calls the viewer to action

PSAs will be 30 to 60 seconds long, and all content must be created by youth. **Any PSA longer than 60 seconds will be disqualified.**

PSAs will target your peers.

All content must be appropriate. Scare tactics are **NOT** to be used.

Each application must be accompanied by a YouTube link of the PSA. All minors visible in the video must have a signed parental consent form (enclosed).

The PSAs will be uploaded to the OhioMHAS Facebook page where they will be voted on by the number of people who “like” the PSA. There will be two awards: “Critics Choice” and “Fan Favorite.” The PSAs also will be reviewed by representatives from OhioMHAS, who will make the final determination of the winning PSA.



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Entry form



Program Name: _____

Individual Member's Names*: _____

Advisor: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone: _____ Email: _____

YouTube link: _____

Which of the following does your PSA do? Please choose only one:

- Create awareness of problem or issue
- Shows the importance of the problem or issue
- Promotes behavior change

Awards:

The winning PSA will be announced on June 3 at the Ohio Prevention and Education/Early Childhood Mental Health Conference, and will be featured on the OhioMHAS Facebook, Twitter and YouTube pages.

*Please attach extra sheet, if needed, along with all consent forms.

Rules:

1. Required application must be completed in full. All minors visible in the video must have signed consent form (form enclosed).

2. The winner grants the Ohio Department of Mental Health and Addiction Services all rights, title and interest, including without limitation, all copyrights and exploitation rights in any media of the entrant's winning video without payment or further consent. **OhioMHAS shall have unrestricted authority to reproduce, distribute and use (in whole or in part) any materials prepared by the winner.**

3. The video may not depict any trademarks or copyrighted materials, logos or brand names in the background or on costumes, equipment or props.

4. By submitting the video, the entrant represents that:

- The video and everything depicted in the video are wholly original and do not infringe upon or otherwise violate any right of person, firm or entity;
- He/she has all rights, licenses, permissions and consents necessary to submit the video in the contest in accordance with these terms and conditions; and
- No person/entity other than the entrant has any right, title or arrangement to the video, including but not limited to music, publishing agreement, recording agreement, production agreement or any similar agreement.

5. By entering the contest, the entrant agrees that OhioMHAS may post his/her video, or any part thereof, on OhioMHAS-affiliated websites and submit it for television broadcast.

6. The entrant consents that OhioMHAS has the right to modify, edit and/or adapt the video as necessary, as well as to reproduce it in whole or in part, without compensation or further notice to the entrant.

The contest is subject to all applicable federal, state and local laws.

The opinions expressed in the video submissions are solely the opinions of the entrant and not necessarily those of OhioMHAS. OhioMHAS is not responsible for any videos provided by entrants that are deemed harmful or offensive to others.

Any PSA entry longer than 60 seconds will be disqualified.

For questions, please contact OhioMHAS Prevention and Wellness Program Specialist Valerie Connolly at valerie.connolly@mha.ohio.gov or (614) 466-0124.

