



Teen Dating Violence Public Service Announcement Contest

Sponsored by the Dr. Alan Birnkrant Fund
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Objective: This contest challenges teens to create an original video Public Service Announcement (“PSA”) to promote dating abuse awareness among teens.

Topics for PSA: Each PSA should be directed to teens and focus on Teen Dating Violence. Local and National helpline information can also be included in the PSA. Some possible PSA themes include:

- Identifying abusive behavior (emotional, physical, verbal or sexual) in dating relationships
- Speaking out against dating violence
- Use of technology in an abusive relationships
- Standing up to an abusive friend
- Helping an abused friend

Eligibility, Rules and General information:

- Contest information can be found on www.awarenow.org
- The PSA contest is open to all students age 13-19.
- Must be resident of DC, Maryland or Virginia.
- The PSA must be in English.
- The contest runs until January 28, 2011.
- Video entries must be submitted in DVD format.
- Videos can be short commercials or mini movies, but should not be longer than 3 minutes. Entries that exceed the time limit will be disqualified.
- Videos can be created by individuals or team, but only one prize will be awarded per winning entry.
- All submissions must be original and directed to other teens.
- Each submission group must identify a student production leader to be listed on the application as the primary contact person..
- A \$500 grand prize will be awarded to the winning entry in each of three categories.
 - “Textual Harassment”/Control
 - Emotional/Verbal Abuse
 - Physical Abuse
- Each video submitted should be appropriate for one of the above 3 categories.
- Video content must be original. Do not use copyrighted material.
- Videos must be use respectful language, gestures, clothing and behavior; those that do not will not be considered for competition.
- All entries must be accompanied by complete and accurate information to include:
 - Name and contact information for video creator(s)
 - Photography Release Form – everyone featured in the video or involved in the creation of the video **MUST** sign a release.
 - Consent for Editing Form – everyone who enters a video, whether a solo or team project, must sign a Consent for Editing.
- All videos must conclude with a screen reading:

Submission for Dr. Alan Birnkrant
AWARE Video Contest 2010-2011
AWAREnow.org



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PSA evaluation: Three submissions from each category will be selected as finalists by a panel of peers and domestic violence professionals. The finalists from each category will be placed on awarenow.org for a community vote during the first week of February. The 1st place winners in each category will be announced Teen Dating Violence Awareness month, February 2011.

Awards: Three First place entries will receive cash awards and be submitted for local broadcast.

Contest Limitations: Students may only participate in the production of 1 PSA. Every student involved in the creation of the PSA must sign the consent release form along with their parent/legal guardian. PSAs can not include copyrighted material, such as music (new music is accepted), excerpts from movies, television and/or music videos; profane language; weapons or portray extreme violence; pornographic or other obscene, illegal or racially or otherwise morally offensive material; and/or mention any commercial merchandise or have actors displaying clothing with an insignia.

**Video Submission, Entry Form, AND All Release Forms Must be Received by
June 1, 2011 - 3 pm**

Please submit the entry to:
JCADA
PO Box 2266
Rockville, MD 20847

For more information call 301-315-8040 or email: video@awarenow.org

Checklist:

- Contest Entry Form
- PSA Release and Consent Form (one per participant)
- Consent for Photography (one per participant)
- Consent to Edit Video (one per participant)