



**SOUND OFF!
PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST
SUBMISSION FORM**

SCHOOL INFORMATION

SCHOOL DISTRICT: _____
 SCHOOL NAME: _____
 ADDRESS: _____

ADVISOR INFORMATION

NAME: _____
 TITLE: _____
 PHONE: WORK _____ CELL _____
 EMAIL ADDRESS: _____

STUDENT INFORMATION

STUDENT NAMES:	_____	GRADE:
	_____	GRADE:
	_____	GRADE:
	_____	GRADE:

SUBMISSION INFORMATION

<input type="checkbox"/> RADIO PSA	RADIO FORMAT:
<input type="checkbox"/> TELEVISION PSA	TV FORMAT

ENTRIES MUST BE RECEIVED BY FEBRUARY 24, 2012.

**SEND BY MAIL: SOUND OFF! PSA CONTEST
 PA NATIONAL GUARD COUNTERDRUG JTF
 BUILDING 8-65, FORT INDIANTOWN GAP
 ANNVILLE, PA 17003-5002**

SEND BY EMAIL: RA-PSA_CONTEST@PA.GOV



SOUND OFF!
PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST
RULES AND GUIDELINES

- **Message:** “Be part of the majority!” The focus of this year’s theme is to emphasize the fact that most students don’t try alcohol or drugs.
- **Eligibility:** Pennsylvania public, private and home-schooled students in grades 6-12.
- **Length:** The PSA should be no longer than 25 seconds.
- **Group Size:** Each submission must be made by a team of 2 to 4 students.
- **Submission Requirements:** Each submission must include:
 - A completed Submission Form.
 - A completed Parent/Guardian Consent Form for each student.
 - A PSA in one of the acceptable formats listed below.
- **One Submission Per School:** In order to create more of a buzz within schools and communities, if more than one group of students from any one school desires to submit a PSA, then that school should hold its own PSA contest to determine the submission for the SoundOff! contest.
- **Format:** Each submission must be in one of the following mediums:
 - TV: DVD, DV (digital video tape)
 - Radio: CD-ROM with WAV, MP3, MP4, AFF or PCM files
- **Deadline:** Entries must be received by **February 24, 2012** at the mailing address or email address listed on the Submission Form.
- **Award:** Winners will have their PSAs aired on TV or radio stations throughout Pennsylvania and will be invited to a community anti-drug conference in the spring to publicly present their product.
- **Prohibitions:** Submissions must be unique and may not use or refer to any copyrighted or trademarked characters, language or products (e.g., comics, TV characters, brands).
- **Rights:** All submissions become the property of the sponsoring agencies and will not be returned. By submitting a PSA, all entrants grant the sponsoring agencies a non-exclusive license to reproduce, prepare derivative works, and publicly display and distribute the project on television, radio, the internet and at media literacy conferences.
- **Judging:** Scores will be based on:
 - Originality: Is creativity displayed in delivering the message?
 - Technical viability: Can the concept be produced for a statewide audience?
 - Persuasion: Does the PSA persuade against drug abuse?
- **Questions?:** Visit our website at www.counterdrug.org/PSAcontest.html or email us at RA-PSA_Contest@pa.gov . Information on how to create a TV or radio PSA can be found online at www.medialiteracypa.org.



**PARENT/GUARDIAN CONSENT FORM
AUDIO/VIDEO/PHOTO AGREEMENT**

As the parent/legal guardian of _____, I grant the **Pennsylvania National Guard Counterdrug Joint Task Force (PNGCJTF), Bureau of Drug and Alcohol Programs (BDAP), and Drug Free PA (DFPA)**, it nominees, designees, successors and assigns, or those from whom PNGCJTF, BDAP and DFPA are acting, the right and permission to use and/or publish video and audio recordings and photographic portraits or pictures in which the student named above or I may be included in whole, in part or in composite as part of an advertising or promotional campaign of PNGCJTF, BDAP or DFPA. I waive any right that I may have to inspect and approve the finished product, the advertising copy that may be used in connection with the finished product or the use to which it may be applied.

I release, discharge and agree to hold harmless the PNGCJTF, BDAP and DFPA its nominees, designees, successors and assigns, or others for whom PNGCJTF, BDAP and DFPA are acting, from any liability by virtue of any use whatsoever, whether intentional or otherwise, or from any change that may occur or be produced in the taking of the above described video, audio, or photographic portraits or pictures, or in any process rendering towards the completion of the finished product, unless it can be shown that the reproduction was maliciously caused, produced and published solely for the purpose of subjecting me to conspicuous ridicule, scandal, reproach, scorn and indignity.

SIGNATURE OF PARENT/GUARDIAN

DATE

PRINTED NAME OF PARENT/GUARDIAN