

# 2010 Youth Suicide Prevention



## PSA Video Contest Rules



### PRIZE

The winning video will be aired on certain cable networks across the state to promote Youth Suicide Prevention Awareness. The winner(s) will be honored with trophies as well as cash prizes at a special ceremony in April .

### JUDGING

Judging will take place in early March 2010.

Entries will be reviewed by a panel of judges chosen for their professional expertise in the areas of television and prevention.

*Judges will evaluate entries on the following:*

1. Originality, uniqueness, reflection of creative thinking, style and expression.
2. Appropriateness and relationship to topic.

### CRITERIA

- 1) Must be 30 OR 60 seconds in length.
- 2) All video/audio formats are acceptable.
- 3) Must be original student work.
- 4) Each PSA must be submitted with all appropriate application and permission forms. Each entry must be clearly labeled with: entrant(s) name; grade; school; mailing address; main contact e-mail address; telephone number; and title of the PSA.
- 5) The video must depict the importance of Youth Suicide Prevention as it relates to teens. This contest gives students an opportunity to talk about the issue from their own perspective. For information on safe and effective public awareness messaging, review guidelines at the Suicide Prevention Resource Center's Web site—[www.sprc.org/library/safemessagingfinal.pdf](http://www.sprc.org/library/safemessagingfinal.pdf).

### MATERIALS

Please take the time to utilize the packet materials for information on Youth Suicide Prevention in addition to your own research.

All of the forms listed below must be completed in their entirety and submitted with the video. These forms include:

- Entry Form (1 copy per entry)
- Copyright Understanding (1 copy per entry)
- Minor Photographic Release (1 copy per student who is under 18; a parent or guardian must sign the form)

### RULES

- 1) All entries become the property of the Office of Attorney General and may be used in whole or in part by the Office of the Attorney General at its discretion.
- 2) By entering the contest, all entrants agree to permit the use of name and other personal information for publicity and further agree that the Office of Attorney General has a universal, irrevocable and non-exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit and/or broadcast the videos without payment or further consent.
- 3) The Grand Prize winner additionally grants to the Office of the Attorney General all rights, title and interest, including, without limitation, all copyrights and exploitation rights in any media of his/her video without payment or further consent.
- 4) All required application and entry forms must be completed in full.
- 5) The video may not depict any trademarks or copyrighted materials, logos or brand names in the background or on costumes, equipment and props.
- 6) By submitting the video, the entrant represents that: 1) the video and everything depicted in the video are wholly original and do not infringe upon or otherwise violate any right of any person, firm or entity; 2) 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 3) 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.
- 7) By entering the contest, the entrant agrees that the Office of the Attorney General may post his/her video, or any part thereof, on the OAG Web site and submit it for television broadcast.
- 8) The entrant agrees that the Office of Attorney General 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 of further notice to the entrant.
- 9) The opinions expressed in the video submissions are solely the opinions of the entrants and not those of the Office of the Attorney General. The Office of the Attorney General is not responsible for any videos provided by entrants that are deemed harmful or offensive to others.
- 10) The contest is subject to all federal, state and local laws.
- 11) Void where prohibited by law.
- 12) **All entries must be postmarked by Monday, February 15, 2010.**