



HBCU SUBSTANCE ABUSE AWARENESS PUBLIC SERVICE ANNOUNCEMENT (PSA) COMPETITION 2010

Purpose:

To utilize the creative talents of HBCU students to produce a PSA raising awareness and education about substance use and its associated negative consequences and call attention to the positive outcomes of treatment and recovery programs. The PSA should emphasize positive behaviors and the prevention of substance abuse.

A successful PSA meets the following objectives:

- Gets the viewer's attention
- Convinces the viewer that they can make a difference
- Makes every word and image count
- Uses emotions to compel your viewer
- Clearly calls the viewer to action

How to Enter:

1) Fill out the attached HBCU Substance Abuse Awareness PSA application. This form is also available at (www.hbcucfe.net) or we can email it to you.

2) Submission of entries acknowledges the right of the HBCU-CFE and the Substance Abuse and Mental Health Services Administration (SAMHSA) to use them for publication and exhibition. By submitting an entry you accept responsibility for securing all appropriate releases (i.e., media and **institutional approval**).

3) All entries become the property of the HBCU-CFE and cannot be returned. We respect and acknowledge the intellectual copyright of the entering HBCUs creative work and fully protect those rights.

Deadline:

1) The deadline for submission of entry is September 10, 2010 at 5:00 pm (Eastern Standard Time).

2) The Voting period will start on September 13, 2010 at 9:00 am (Eastern Standard Time) and will end on September 15, 2010 at 5:00 pm (Eastern Standard Time).

Guidelines:

1) By entering the competition, the entrant warrants that an entry is an original work created by the entrant and that the use of reproduction of the entry by the sponsors will not infringe the copyright or any other intellectual property of any third party.

2) The topic must be on substance abuse awareness (prevention, treatment and recovery). Submission must not contain material that is inappropriate (depicting alcohol or drug use as favorable or glorified and portrayed in a positive fashion), indecent, obscene and defamatory. Submission must adhere to their institution guidelines.

3) Audio and video entries will only be accepted in the following formats: WMV, WMA, WAV, and MP3. Audio and video entries can be a 30-seconds (1 megabytes (MB) or a 60-seconds long PSA (2 megabytes (MB)). Entries that are longer than 60-seconds will be disqualified. Print entry is limited one page PDF. Please compress any large file prior to submission.

4) Schools can submit entries in multiple categories and is limited to two submissions per category. By submitting an entry, the contestant(s) give HBCU-CFE and SAMHSA the right to publish the PSA in part or in whole in any medium. Entrants must be cognizant of their institution policies and obtain the proper clearance prior to submission.

Format Guidelines:

1) Print category ideas include (but are not limited to) a magazine or newspaper advertisement, a poster, a brochure, photography, CD cover, a painting, etc. A hard copy of the print entry may be mailed to the HBCU-CFE (Attn: Christine Livingston, Morehouse School of Medicine, Department of Psychiatry & Behavioral Sciences, 720 Westview Drive, SW Atlanta, GA 30310). Please understand that these will not be returned. Print entries can also be submitted as a PDF document to media@hbcucfe.net. Here is an example of a print PSA found on: <http://www.abovetheinfluence.com/the-ads/pdfs/I-Do-Me.pdf>

2) Audio category ideas include (but are not limited to) songs, radio advertisements, sound tracks, etc. Audio submissions must be submitted in WMV, WMA, WAV, and MP3 formats. The length of the audio cannot be longer than 60-seconds. Submit your audio entry to media@hbcucfe.net. Here is an example of a 30-second radio script PSA taken from the 2010 Recovery Month campaign (<http://www.recoverymonth.gov/Recovery-Month-Kit/Media-Outreach/Promoting-Recovery-Month-With-Public-Service-Announcements.aspx#pre-recorded>)

If you are struggling with a drug or alcohol problem, you are not alone. Millions of Americans and their families suffer from the effects of substance use disorders.

For drug and alcohol information and treatment referrals, call 1-800-662-HELP (or replace this number with a local treatment provider's).

This September, you can celebrate National Alcohol and Drug Addiction Recovery Month and help yourself or someone you know find recovery.

3) Video category ideas include (but are not limited to) TV commercials, music videos, etc. Videos must be submitted in WMV, WMA, WAV, and MP3 formats. The length of the video cannot be longer than 60-seconds. Submit your video entry to media@hbcucfe.net. Here is an example of a video PSA found on the Office of National Drug Control Policy (ONDCP) National Youth Anti-Drug Media Campaign. The PSA is called, "Diner" (<http://www.mediacampaign.org/>)

Judging:

1) Submission will be uploaded to the HBCU-CFE website (www.hbcucfe.net). The voting period will start on Monday, September 13, 2010 and will conclude on Wednesday, September 15, 2010.

2) Judging will be determined by on-line votes. The winner and two honorable mentions will be determined by the following judging criteria: (1) Innovative Use of Materials (i.e., special effects, font, layout, sound, photographic quality, etc.); (2) Persuasion (How effectively the entry will influence beliefs, attitudes and behaviors of the target audience through powerful storytelling); (3) Attention Grabbing (How effectively the entry will attract the target audience's attention in socially appropriate manner); and (4) On-line votes.

3) On-line voting will be open to the public via a voting link on the HBCU-CFE website (www.hbcucfe.net). Voting will start on September 13, 2010.

Award:

1) The winning PSA will receive an award plaque and be recognized nationally as the 2010 PSA Winner at the First HBCU Substance Abuse Awareness Day.

2) Honorable mentions will receive certificates and recognition at the First HBCU Substance Abuse Awareness Day.



**HBCU Substance Abuse Awareness Public Service Announcement
Contest 2010**

Entry Form:

Contact Information

Institution: _____ Date: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Team Members (Please list the names of your team members):

Entry Information

Title of Production: _____

Brief Summary of Production: _____

Type of PSA (print, audio, video): _____ Length of PSA: _____

This application can also be downloaded from www.hbcucfe.net