



HBCU Center for Excellence
in Substance Abuse and Mental Health

HBCU-CFE Media Campaign Competition

Entry Application

Please review our Guidelines before submitting your entry. You can submit your entry application to media@hbcucfe.net . The deadline for submission is February 5, 2010 at 5:00 PM (Eastern Standard Time). You will receive an email notification upon submission.

Contact Information

School: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Team Members

Please list the names of your team members in the space provided below:

Entry Information

Title: _____

Description: _____

Rules & Guidelines

1. How to Enter

- A. Fill out the attached HBCU-CFE Media Campaign entry application. This form is also available at (www.hbcucfe.net) or we can email it to you.
- B. 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 media releases.
- C. 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.

2. Deadlines

- A. The deadline for entry is February 5, 2010 at 5:00 PM (Eastern Standard Time).
- B. The Voting period will start on February 10, 2010, at 9:00 AM (Eastern Standard Time) and will end on February 12, 2010, at 5:00 PM (Eastern Standard Time).

3. Judging Procedures

- A. Submissions will be uploaded on the HBCU-CFE website (www.hbcucfe.net). The Voting period will start on February 10, 2010, 9:00 AM (Eastern Standard Time) and will conclude on February 12, 2010, 5:00 PM (Eastern Standard Time).
- B. Voting is open to the public. A link will be uploaded to the voting site. Entries will be judged based on six categories (listed below):
 - Innovative Use of Materials
 - Collaboration/Use of Partners
 - Most Unique
 - Low Cost/High Impact
 - Broadest Outreach
 - Best Overall
- C. All entrants will be notified via e-mail following the judging period. Winners will receive a winner packet by standard mail. First place winner will receive:
 - Recognition at the HBCU Mental Health Awareness Day

- Award plaque

2nd and 3rd place winners will receive:

- Recognition at the HBCU Mental Health Awareness Day
- Award Certificate

4. Submission Guidelines

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

B. Audio and video entries will only be accepted in the following formats: WMV, WMA, WAV, ASF, and MP3.

C. Schools can submit entries in multiple categories and is limited to two submissions per category.

D. Audio and video entries **must be less than five minutes and 10 megabytes (MB) maximum in file size.**

E. By submitting an entry, the contestant(s) give HBCU-CFE and SAMHSA the right to publish the media campaign in part or in whole in any medium. All entries must be received by the deadline. There will be no exceptions. All entries must follow the guidelines outlined in this guide.

F. Submissions must be received no later than 5:00 PM (Eastern Standard Time) February 5, 2010. Submit your finished product to: media@hbcucfe.net.

G. 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, 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.

2) Audio Category ideas include (but are not limited to) Public Service Announcements (PSA), songs, radio advertisements, sound tracks, etc. Audio submissions must be submitted in WMV, WMA, WAV, ASF, and MP3 formats. The length of the audio must be less than five minutes. Submit your audio entry to media@hbcucfe.net.

3) Video Category ideas include (but are not limited to) TV commercials, music videos, etc. Videos must be submitted in WMV, WMA, WAV, ASF, and MP3 format. The length of the video must be less than five minutes. Submit your video entry to media@hbcucfe.net.