

FCPS Anti -Drug and Alcohol Public Service Announcement Contest Rules and Guidelines

Overview: Frederick County Public School (FCPS) are pleased to announce our anti - drugs and alcohol Public Service Announcement (PSA) contest. The theme is *Classmates4Life*. We are looking for motivated elementary, middle, and high school students to submit a video addressing the dangers of drug or alcohol use. Students should develop ideas through the video process from pre-production to finished product.

Objective: Construct a 30 second video about the dangers of drugs and alcohol. A panel of judges will review all PSA's. PSA's will be judged on Content, Pre-Production, Technical Production, and Creativity. See attached rubric for more details.

Who can enter?

Current FCPS students enrolled in grades Kindergarten through grade 12 may enter individually, or as a group. Students will be categorized and projects judged into three groups: elementary, middle, and high school. Entries are limited to one per student.

What can be in your message?

The video must deliver a message about the dangers of illegal drug, alcohol and tobacco use and/or a prevention message promoting a substance-free lifestyle. Videos produced by students in grades K-5 should address the question *Why are illegal drugs bad?* Students in grades 6-12 should address the question *How can the misuse or abuse of drugs wreck your world?*

What cannot be in your message?

Inappropriate materials deemed as such by FCPS are not permitted. Do not glorify the use of drugs and alcohol to show the consequences. It is also not permissible to disclose personal and/or private information about specific people that have a history, or have been associated with drug use or abuse. Copyright and trademarked materials, music, logos, and products cannot be used in the video without written consent. The use of these without consolidation may lead to disqualification. Inappropriate or obscene content will be determined at the sole discretion of the PSA judges and may result in disqualification of your submission.

Prizes:

Winners will receive prizes and attend a “red carpet” awards ceremony and resource fair at Frederick High School in Frederick on March 21, 2018. Prizes include an iPad mini, PSA aired on Comcast Cable, screening at the Maryland International Film Festival, tickets to an Orioles game and tour of Orioles Productions, NBC TV studio tour, Bar T Ranch, movie tickets, pizza party and iPhones.

Requirements:

1. Your PSA must be clearly stated in short, memorable phrase.
2. Include factual information about the dangers of drugs or alcohol
3. Students must complete the official FCPS entry form including video upload at <https://filmfreeway.com/>. Official link to the submission page will be published on the main classmates4life.com website.
4. Videos must be submitted in .mp4 or .mov format.
5. All works must be original and no copyrighted material
6. By submitting your form data and video upload to the link provided, you thereby submit your talent release for images and/or voice to be used in the PSA. Students under 18 must have a parent or guardian's signature on the form. Electronic signatures associated with a known email address will be accepted.