



**STATE OF WEST VIRGINIA
DEPARTMENT OF REVENUE
ALCOHOL BEVERAGE CONTROL ADMINISTRATION**

900 Pennsylvania Ave., 4th Floor
Charleston, West Virginia 25302

EARL RAY TOMBLIN
GOVERNOR

RONALD M. MOATS
COMMISSIONER

ROBERT S. KISS
CABINET SECRETARY

Dear Educator:

We are pleased to announce the 2013 “No School Spirits” PSA contest for every public and private high school in the State of West Virginia. The West Virginia Alcohol Beverage Administration (WVABCA) shares your commitment to educate the youth of our state in a healthy and safe environment. The “No School Spirits” PSA contest is intended to promote these healthy values and choices in a format that will feature peer to peer communication. The winning school will receive \$1,000.00 to be used for a school sponsored event.

Over the course of the past three years the WVABCA DUI Simulator Program has visited EVERY high school in the state and nearly 10,000 students have participated in the program. The “No School Spirits” program will complement the DUI Simulator Program’s efforts in encouraging students to not drink or text while driving and to make healthy and safe choices throughout life.

Enclosed you will find flyers that may be posted, duplicated and distributed along with contest rules and entry forms. We encourage you to share this packet with your staff.

If you have any questions, you may contact Gary “Gig” Robinson at (304) 356-5506 or gary.l.robinson@wv.gov.

Best wishes in all of your endeavors.



NO SCHOOL SPIRITS

PSA CONTEST



We are looking for motivated students to participate in our Public Service Announcement (PSA) about the dangers of drinking and driving. The video will be featured at high schools and events across the state as part of our DUI Simulator Program. It will also be published on the West Virginia Alcohol Beverage Control Administration (WVABCA) website and on television.

Applicants must submit a one page essay or 60 second video explaining why their school should be selected to participate in the PSA. Essays should be emailed to NoSchoolSpirits@gmail.com and videos should be uploaded to youtube.com/noschoolspirits. If selected, the PSA will be filmed at the high school and within the surrounding community. Students will also be given the opportunity to participate in the video.

Questions may be emailed to:
NoSchoolSpirits@gmail.com

Scan here for more details



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Submissions will be reviewed and judged by the WVABCA.



**No School Spirits®
2013/2014 – PSA Contest
Entry Form**



ALL PARTICIPANTS MUST COMPLETE ENTRY FORM

First Name: _____ **Last Name:** _____

Address: _____

City: _____ **Zip Code:** _____

Phone: _____ **E-mail:** _____

School: _____

Class Standing: Freshmen Sophomore Junior Senior

I have read and understood the full WVABCA's PSA contest "official rules" and agree to abide by those rules.

I agree that my child may participate in the WVABCA's PSA contest "No School Spirits" and my child has permission to enter this essay or video contest. If needed I or my child have obtained the necessary releases and permissions to enter this contest.

I further understand that all submissions become the property of the WVABCA and the WVABCA has full permission and authority to use, publish, and display my child's submission which may include his or her image and/or voice and also any writings, stories, or concepts in the submission.

I further will hold the WVABCA harmless for any acts or use of my child's submission.

Student Signature: _____

If under 18, Parent's or Legal Guardian's Signature Required Below.

Parent/Legal Guardian Signature: _____

***All group participants are required to submit an entry form. There must be one individual designated as the "group leader". Groups must create their own 4-digit PIN number for their project. Please list your group leader and 4-digit PIN number below.**

Submission Format: Essay Video DVD

Group Leader: _____ **Phone:** _____

Project Name: _____

Group PIN Number:

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PIN Must Match Group Members

****See Contest Rule for Further Details***

No School Spirits®
2013/2014 – PSA Contest
Official Rules

The West Virginia Alcohol Beverage Control Administration (WVABCA) is pleased to announce a statewide contest for high school students. We are looking for motivated high school students to submit an essay or video explaining why their school should be selected to win \$1,000 and take part in the creation of the Public Service Announcement (PSA). The PSA will highlight the dangers of drinking and driving or other underage drinking related issues. The PSA will feature the students, school, and surrounding community. In addition to being aired on television and other forms of media outreach, the PSA may also be distributed to high schools across the state and may be part of the WVABCA DUI Simulator Program.

Who can enter? High school students currently enrolled and attending a public or private school in West Virginia. Students may enter individually, as a group, or as a classroom. The number of entries per high school is unlimited; however, there is a limit of one entry per person. Only high school students may participate in the essay or video production (acting, filming, writing and producing); however, others may provide limited technical assistance and oversight.

What are the requirements? Essays must be no longer than one page in length (12pt./Times New Roman); videos must be no longer than 60 seconds in length and be in a format that can be uploaded on social media outlets such as YouTube.com. The essays and videos will be judged on creativity, originality, and the overall message. All entrants must complete and submit the 2013/2014 WVABCA “No School Spirits” PSA Contest Entry Form. Waivers must be signed by a parent or legal guardian for persons under 18 years of age.

What should the message include? The essay or video must deliver a message targeting your peers about underage drinking and/or dangerous drinking behavior. Examples might include: a message against drinking and driving; a non-use message for under 21; getting help for alcohol poisoning; preventing binge drinking; appropriate behavior at public events (like sporting events, concerts, etc.).

What cannot be included in the message? Obscene language, nudity, vulgar behavior, sexual innuendos or other inappropriate material as deemed by WVABCA are not permitted. Copyright and trademarked materials, music, logos, t-shirts and products cannot be used in the video without written consent. Inappropriate or obscene content will be determined at the sole discretion of the PSA judges and may result in disqualification of your submission.

How do I submit my essay/video? All essays and entry forms must be emailed to NoSchoolSpirits@gmail.com and all videos must be uploaded to YouTube.com/NoSchoolSpirits by 11:59PM Sunday, December 15, 2013. The subject of the message must be: No School Spirits Contest Submission (followed by your group 4-digit code). If submitting your video or essay via mail, please include all participants’ entry forms, the DVD, and mail completed package to the address below. All submissions become the property of the WVABCA and may be used for future promotions and events.

<p style="text-align:center">West Virginia Alcohol Beverage Control Administration ATTN: Gig Robinson 900 Pennsylvania Avenue, 4th floor Charleston, WV 25302</p>

Deadline:	Sunday, December 15, 2013 at 11:59 PM
Winner Announced:	Wednesday, January 15, 2014
PSA Development and Filming:	January 15, 2014 – March 1, 2014

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Entries will be judged by a team chosen by the West Virginia Alcohol Beverage Control Administration. The WVABCA considers all entries submitted after the deadline as void. The WVABCA is not responsible for submission or information submitted via YouTube or 3rd parties. Participation is voluntary and WVABCA may or may not use some or all of the winners essay or video submission/concept. The WVABCA is not responsible for failure of written or electronic submissions to be received timely by the WVABCA. Once submitted, the group leader will receive a confirmation e-mail within 3-5 business days that their entry was successfully received.

The winner's high school will receive \$1,000 to be utilized for a school approved function or expenditure which may include a project graduation event, after prom activity, equipment, software, or programming material.

This contest is funded by the WVABCA through grants received from the National Alcohol Beverage Control Association (NABCA) and State Farm.

Questions regarding the No School Spirits contest can be emailed to NoSchoolSpirits@gmail.com or call Gig Robinson at 304-356-5506.