

NO School Spirits
2016/2017 – 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 students to submit an essay or video addressing why their idea about the dangers of drinking and driving or underage drinking should be developed into a storyboard and script for a Public Service Announcement (PSA). The grand prize winner will receive \$5000 for their school and have the opportunity to take part in the creation of the PSA. The second place winner will receive \$2500 for their school; third place will receive \$1000 for their school. 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 do not have a page limit, but must be formatted in 12pt./Times New Roman font. Videos do not have a time limit, but must be uploaded to YouTube.com and the video URL included on the entry form. The essays and videos will be judged on creativity, originality, and the overall message. All entrants must complete and submit the 2016/2017 WVABCA “NO School Spirits” PSA Contest Entry Form. The entry form must be signed by a parent or legal guardian for persons under 18 years of age. Failure to complete all requirements may result in disqualification. One group or individual can submit only 1 entry. The same group or individual cannot submit multiple entries. All information must be legible on entry form.

What should the message include? The essay or video must deliver a message targeting your peers about underage drinking and/or high risk drinking. Examples may include: message against drinking and driving; non-use message for under 21; help for alcohol poisoning; preventing binge drinking; inappropriate behavior at public events (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 submissions.

How do I submit my essay? The completed packet must include participant’s entry form(s) and essay must be mailed, faxed, or emailed to the WVABCA by 11:59pm Friday, December 23, 2016. Group entries must be submitted with all participant’s completed entry forms with same project name printed on the entry form in the appropriate location as well as the group leader’s name printed in the line provided. Do not fill out the group leader line on the entry form if your submission is an individual entry. If submitting via email, send to NoSchoolSpirits@gmail.com with subject line: NO School Spirits Contest Submission. If submitting via mail, please mail completed packet to the following address. If submitting via fax, please use the following fax number. Please review the submission checklist on the back of the entry form to ensure proper submission. All submissions become the property of the WVABCA and may be used for future promotions.

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How do I submit my video? The completed packet must include participant’s entry form(s) and video must be mailed, posted to YouTube, or emailed to the WVABCA by 11:59pm Friday, December 23, 2016. Group submissions must be submitted with all participant’s completed entry forms with same project name printed on the entry form in the appropriate location as well as the group leader’s name printed in the line provided. Do not fill out the group leader line on the entry form if your submission is an individual entry. If submitting via email, send to NoSchoolSpirits@gmail.com with subject line: NO School Spirits Contest Submission. If submitting via mail, please mail completed packet to the address below. Please make sure that emailed videos are viewable before submitting. If made private, please include the password to the submission. If submitting via YouTube, please **clearly** print the URL in the line provided on the entry form. Please review the submission checklist on the back of the entry form to ensure proper submission. All submissions become the property of the WVABCA and may be used for future promotions.

<p>West Virginia Alcohol Beverage Control Administration ATTN: Gig Robinson 900 Pennsylvania Avenue, 4th floor Charleston, WV 25302 Fax: 304-558-0081</p>
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What happens next? Once submitted, the group leader will receive a confirmation e-mail within 3-5 business days to verify that their entry was successfully received. Submissions will be judged by a committee chosen by the WVABCA. If selected as a winning submission, the group leader will be contacted by the WVABCA on the date specified below. The prize sum will be awarded directly to the high school to be utilized for an approved school function or expenditure which may include but not be limited to a project graduation event, after prom activity, equipment, software, or programming material.

Deadline:	Friday, December 23, 2016 at 11:59 PM
Winner Announced:	Wednesday, January 25, 2017
PSA Development and Filming:	January 25, 2017 – March 31, 2017
Press Events for Winners	April 2017
PSA Broadcast	April 2017 – June 2017

Agreement: I understand that all submissions become the property of the WVABCA and the WVABCA has full permission and authority to use, publish, and display my submission which may include my 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 submission. I have obtained the necessary releases and permissions to enter this contest. Participation is voluntary and WVABCA may or may not use some or all of the winners essay or video submission/concept. The WVABCA considers all entries submitted after the deadline as void. The WVABCA is not responsible for submissions or information submitted via YouTube or 3rd parties.

Sponsors: This contest is funded by the WVABCA through grants received from State Farm®, National Alcohol Beverage Control Association (NABCA), and Governor’s Highway Safety Program (GHSP)

Contact: Visit our website at www.abca.wv.gov/gov/dds for more information about the NO School Spirits© PSA Contest, DUI Simulator Program, and additional resources. Questions regarding the NO School Spirits© PSA contest may be emailed to NoSchoolSpirits@gmail.com or by contacting Gig Robinson at (304)-356-5506.