

# **“Too Young to Drink”**

## **Stop Underage Drinking PSA Contest**

### **CONTEST RULES:**

- 1) This contest is open to high school students attending schools within the city of Phoenix.
- 2) Students are invited to create a Public Service Announcement, PSA, with a “Stop Underage Drinking” message.
- 3) The PSA **cannot** be longer than 60 seconds in length.
- 4) Entries will be judged on accuracy, creativity, content, artistic design, and effective communication of the “Stop Underage Drinking” message.
- 5) Entries must be the students’ own work.
- 6) The content of the video must not contain inappropriate violent or graphic content or vulgar language, which would preclude it from being viewed by general audiences.
- 7) The Phoenix Police Department reserves the right to disqualify any entry that does not meet the requirements or is deemed to have inappropriate content.
- 8) NO LAWS can be broken in the creation of the PSA.
- 9) It will be the responsibility of the entrants and their schools to comply with the laws concerning the use of any copyrighted materials in the production of their PSA.
- 10) There is no limit on the number of entries each school may create. However, **ONLY ONE (1)** entry will be accepted from each High School. It will be the responsibility of the school to choose their entry to be submitted.
- 11) The PSA’s will only be accepted by DVD/CD in MPEG, WMV or MOV formats.
- 12) The Phoenix Police Department and the City of Phoenix is not responsible for lost, damaged or mislabeled entries.
- 13) Entries become the sole property of the Phoenix Police Department and the City of Phoenix and will not be returned.
- 14) By submitting the PSA, entrants give their permission for their artwork and contents to be used for the purpose of promoting the “Stop Underage Drinking” campaign without any compensation.
- 15) Release of Liability forms must be signed and included with the entry for all individuals appearing in the PSA.

- 16) By submitting the entry, all persons appearing in the PSA give their permission for their likenesses to appear in print, television, electronic and social media coverage promoting the contest.
- 17) **The deadline for submission of entries is February 28th, 2013 at 5:00 p.m. All entries MUST be received in the Phoenix Police Department Public Affairs Bureau, located at 620 W. Washington, Phoenix, Arizona, 85003 by that time.**
- 18) Ten (10) finalists will be chosen through voting on YouTube from the entries submitted.
- 19) The (10) finalists will be submitted to a panel of independent judges.
- 20) The judges will select first, second and third place finishers from the finalists.
- 21) The decision of the judges will be final.
- 22) The winners will be announced at an awards ceremony, on or about April 24<sup>th</sup>, 2013.
- 23) The top ten PSA's will be shown on City of Phoenix *PHX 11*. In addition, the PSA's will be made available to the media.
- 24) Failure to comply with the contest rules may result in disqualification of the entry.

**PRIZES:**

- 1) One (1) First Place Prize, consisting of a \$5,000 money order or comparable gift certificate.
- 2) One (1) Second Place Prize, consisting of a \$3,000 money order or comparable gift certificate.
- 3) One (1) Third Place Prize, consisting of a \$2,000 money order or comparable gift certificate.

**\*\*\*THE PRIZES WILL BE AWARDED TO THE SCHOOLS AND MUST BE USED TO PURCHASE EQUIPMENT AND/OR SUPPLIES FOR THE SCHOOL'S AUDIO VISUAL, MEDIA RELATIONS, COMMUNICATIONS OR SIMILAR TYPE PROGRAM.\*\*\***

Questions concerning this program should be directed to Sergeant Tommy Thompson of the Phoenix Police Department Public Affairs Bureau. The following is his contact information.

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