



# Entry Form

Hudson County College/University PSA Contest

**PLEASE INCLUDE THIS FORM WITH YOUR COMPLETED SUBMISSION**

Primary Contact Information

Name of Participant (must be 18 or older) \_\_\_\_\_

Email \_\_\_\_\_

Telephone Number \_\_\_\_\_

Entries must be received by 5pm on April 15, 2016. Entry form must include final scripts and DVD in mp4, .wmv or .avi format. Film can also be submitted via email format. Each team must submit one entry form along with their script and DVD/email of PSA. Entries can also be mailed to the address below. Unfortunately, entries received later than 5:00 p.m. on April 15<sup>th</sup> will be ineligible for consideration.

Submit by Mail to:  
Partners In Prevention  
Hudson County PSA Contest  
37 Harmon Cove Towers  
Secaucus, NJ 07094

Submit by E-mail to:

y.carius@partners-in-prevention.com

Include "HC PSA Contest" in subject line

Submissions must be sent from the team contact's email account (must be 18 or older). Please submit script as a PDF or Microsoft Word attachment.

## Rules and Regulations

- All submissions need to be unique in concept and appropriate for youth viewers. The video content should reflect the consequences of underage drinking in a video under 3 minutes.
- Submissions will include the following items:
  - a) **ENTRY FORM**
  - b) **Brief description that explains your PSA concept**
  - c) **Film entries submitted either on a DVD or email. Preferred formats for DVD: .mp4, .wmv, .avi. Videos are to be shown on movie screen; please provide highest resolution possible.**

By submitting a PSA, all entrants grant the sponsoring agencies a non-exclusive license to reproduce, prepare derivative works, publicly display or distribute the project on television, the internet and related events.

#### Judging Criteria

Scripts will be judged on:

- Originality – is creativity used to deliver the message?
- Persuasion – how impactful will the PSA be to changing someone's behaviors or attitudes?
- Youth appeal – is the message clear and relevant to the audience?
- Simplicity – is the message concise and to the point!
- Overall production values/technical competence.