



Youth PSA Video Contest

Nov 2018 – Jan 2019

Guidelines



BE THE INFLUENCE COALITION - PRESENTS FOR THE FIRST TIME

***BTI'S ANNUAL
YOUTH PSA VIDEO CONTEST***

2018-19 CONTEST GUIDELINES

WHO CAN PARTICIPATE?

All Windham/Raymond students ages 13-18

HOW TO PARTICIPATE?

Contestants are required to submit a 1-2minute PSA video

VIDEO THEME?

“What is your natural high?”

Your video should be an expression of yourself and what you love; something that will inspire others and that promotes a healthy drug-free lifestyle.

Your video is to showcase what you do in your life to get your ‘natural high’ and how it helps you in making healthy choices and in living a drug-free lifestyle.

Examples:

*Skateboarding, surfing, running, volunteering, mountain biking, etc.
Anything that is considered to be a healthy outlet.*

PRIZE AWARDS AVAILABLE!!!

Thanks to our local business sponsors, we have received numerous donations for the award prizes!

However, we want the first-place winner to receive the best grand prize possible!

Therefore, we will continue to collect donations from now until the video submission deadline.

This way, for all your hard work, we will be able to offer you the highest valued prize possible!

As of now, the grand prize is a **MYSTERY GRAND PRIZE valued over \$200.00!!!**

PRIZE AWARD LEVELS:

1st Place: MYSTERY GRAND PRIZE (valued over \$200!!!)

2nd Place: \$75 - \$100 (products/services/gift certificates)

3rd Place: \$25 - \$50 (products/services/gift certificates)

VIDEO SUBMISSION START DATE:

November 20, 2018

VIDEO SUBMISSION DEADLINE:

January 21, 2019

HOW TO SUBMIT VIDEOS:

Register to participate in the contest directly on our website under the Registration tab. Or scan QR Code on our event flyers.

This is also where you'll be submitting your videos.

HOW VIDEOS ARE JUDGED:

1. Screening for the content of the video to be sure it follows the rules & specified guidelines.
2. Professional judges will judge the quality of the videos based of a variety of criteria. (see judges rating rubric here)
3. Share on social media and encourage friends to share and like. Share throughout these dates: Jan 22, 2019 – Jan 26, 2019
The number of 'likes' your video receives will be weighed into the professional judge's ratings.

On January 22nd we will post all the videos on our Facebook page. [BTI Facebook Page](#)

Share on your Facebook page and encourage your friends to share & like your video.

Deadline to receive 'likes' will be Jan 26th, 2019 at midnight.

Top winning videos will be determined by a combination of the professional judges rating and social media 'likes' (see rating scale once posted on website). Top ten videos will be shown on the big screen at the award ceremony and the top three videos will win the Grand Prize Awards donated by our local business sponsors.

Winners will be announced at the award ceremony. Must be present to win.

VIDEO DEBUT & AWARD CEREMONY:

When?

January 29th, 2019
5:30pm

Where?

TBA

Top 10 videos will be shown on the big screen at the award ceremony & showing!

You must be present to win!

All registered contestants must like and follow our Facebook page to be sure they see posted details about award ceremony and contest updates!

Be sure to register!