



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 on our website a 1-2minute PSA

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 life to achieve your ‘natural high’ and how pursuing your ‘natural high’ promotes healthy choices and encourages you to live 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 at: Betheinfluencewv.org

This is also where you will be submitting your videos.

HOW VIDEOS ARE JUDGED/THREE TIERS:

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; originality, overall artistic impression, audience appeal, audio and visual quality of video and entertainment quality. ([See judging rubric link on registration page](#)).
3. Videos will be shared on BTI social media; share your video and encourage friends to share and like. Share throughout Jan 22, 2019 – Jan 26, 2019
The number of 'likes' your video receives will be weighed into the professional judge's ratings.

FACEBOOK:

***On January 22nd we will post all videos on our Facebook page. [BTI Facebook Page](#)
Share your video on your Facebook page and encourage your friends to share & like too.***

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

All winners will be announced at the award ceremony.

You must be present to win!

VIDEO DEBUT & AWARD CEREMONY:

January 29th, 2019 at 5:30pm

Location will be announced on [BTI's website](#) and [Facebook page](#)

Top 12 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 any contest updates!

[Be sure to register on our website!](#)

PERKS & PRIZES FOR TOP VIDEOS:

Top winning videos will be determined by a combination of the professional judges rating and social media 'likes' ([see rating scale posted on website](#)).

TOP 12 VIDEOS

**Will be shown on the big screen at the award ceremony.
Potential to be featured as still shots in BTI calendars for BTI's next fundraising effort!
Will win some cool swag for participating!**

TOP 3 VIDEOS

**Will win the Grand Prize Awards donated by our local business sponsors!
Potential for videos to be broadcasted as PSA's at local movie theaters and on the local access channel!
Chance to go viral!!! Will be posted on BTI's YouTube channel!**

All winners will be announced at the award ceremony.