

Marijuana Prevention PSA Counter-Ad Contest

Contest Theme: “Just Because It’s Legal, Doesn’t Mean It’s Safe”

Rules & Regulations

To enter the contest you must agree to these official rules. Submission of an entry constitutes an agreement to these rules:

Eligibility - Students must be associated with a **middle or high school** located in San Diego County and in grades 6-12. The students’ content will be reviewed and approved for content that is suitable for schools and a general public viewing audience.

Submission Deadlines - On March 31, 2020 - An *Entry Form* for **EACH** entry must be completed, submitted and **received by March 31, 2020**. We are only accepting entries via mail, email or by dropping it off at the North Coastal Prevention Coalition office.

Entries may be mailed to: NCPC c/o VCC
(Post mark in time to arrive prior to 3/31/20) 1000 Vale Terrace, Vista, CA 92084

Entries may be delivered in person to:
(Delivered before 5pm on 3/31/20). VCC Administrative Offices (2nd floor)
465 La Tortuga Ste. 230, Vista, CA 92081

Entries may be delivered by *EMAIL* to: info@northcoastalpreventioncoalition.org
(Emails must be sent before 11:59pm on 3/31/20).

Subject Title: Arts & Video PSA Contest, *Using YouTube Link for video or audio file (No more than 60 seconds)*

For Visual (poster, graphic, digital format) use correct (pdf/jpeg/png) format

Please direct questions to Riane Fletcher
at Riane.K.Fletcher@vcc.org or call (760) 631-5000 X 3997

Be sure that your entry name matches the name on the entry form!

Submission Format: *Show us your skills!* You may submit any type of art form that you are able to submit digitally. Just make sure to include the **type** of project you are submitting in your entry form. Let us know in your entry form if you are submitting a Video or Audio file (No more than 60 seconds) or Visual (poster, graphic, digital format) and use correct (PDF/JPEG/PNG) format.

Judging

This year's theme will be "Just Because It's Legal, Doesn't Mean It's Safe". The entry that best presents and best showcases the student's vision for an effective, creative, and compelling message will be chosen as the First Place winner, Second Place winner, and a Third Place winner! We will be looking for counter-message advertisements that would best address preventing youth marijuana use.

Criteria:

Judging Panel: The judging panel is composed of North Coastal Prevention Coalition designees from sponsoring organizations, and an Online Voting component that will be open for everyone!

Music and Copyrights: Entries must meet all copyright standards by obtaining releases for all copyrighted music and materials prior to submission. Entries that include copyrighted materials (such as images/visuals, videos & audio materials) or music (such as music purchased from iTunes, on CD or other downloadable services) without the proper permission and signed release forms **will be disqualified**. Please review the forms and copyrights page for more information.

Release Forms: Every student on the submitting team must sign a release form. For students under the age of 18 the form also needs to be signed by their parent or a legal guardian. In addition, all individuals who appear (visually or voice) in the video must sign the **Image and Voice Release Form**. Please review the forms and copyrights page for more information and other requirements. All signed forms need to be sent with submission and copy kept by individual.

Entry Process:

1. Select a **type** of art you are submitting. Make sure to review the content guidelines carefully!

Type of submission:

- You may submit any type of art form that you are able to submit digitally. Just make sure to include the **type** of project you are submitting. Let us know in your entry form if you are submitting a Video or Audio file (No more than 60 seconds) or Visual (poster, graphic, digital ad, etc.) use correct (pdf/jpeg/png) format.
2. Review the video/image content to ensure content is appropriate for schools and a general viewing audience. Violence, profanity, sex and inappropriate drug activity are discouraged and content must be appropriate for school use and adhere to your school's policies, rules, and guidelines.

Keep all of _____ the signed release forms, likeness releases, location releases, and copyright permissions along with a DVD copy of EACH video produced/submitted by the student/school.

Each entry must submit an online Entry Form for EACH entry and keep a signed copy of the release form for EACH student on file.

Safety: Teen producers- please avoid potentially dangerous production situations that could put crew, actors or the public at risk. Safety during the project is of highest priority. North Coastal Prevention Coalition sponsors take no responsibility and assume no liability for any acts or damages that may result from preparing the materials to submit to this contest.

Elimination: Providing false information, not meeting the submission deadline, not obtaining the proper release forms and copyright permissions or any other violation of the contest rules can lead to the elimination of an entry. The contest sponsors reserve the right to disqualify any entry that they believe at their sole discretion to violate the rights of any third party or that violates U.S. or applicable state or local law. Further, the advisor can refuse to submit an entry that is not suitable for schools and a general public viewing audience.