

## NO School Spirits PSA Contest

2024/2025

### Official Rules

The *West Virginia Alcohol Beverage Control Administration (WVABCA)* is pleased to announce the 12th annual NO School Spirits PSA (public service announcement) contest. Middle school and high school students attending public and private schools are invited to participate. Motivated students are invited to submit video entries that address the dangers associated with drinking and driving and underage alcohol consumption.

The grand prize winner will receive \$5000 for their school, plus BONUS prizes for each student on the team submitting the first-place video. The first-place winner will participate in the creation of the television and radio PSA. Second-place receives \$2500; third-place receives \$1000; fourth-place and fifth-place receives \$750 each. Winners MUST use the prize money for a school sanctioned event(s), school equipment, or related material(s). The prize money will be awarded directly to the school and MUST be utilized for a school approved function or expenditure. Past winners have funded project graduation, after prom events, broadcasting class equipment, athletic/band equipment, drama department, approved school clubs, or other school related material.

**Who can enter?** Middle school and high students currently enrolled and attending a public or private school in West Virginia. Students may enter individually, as a group, or as a classroom. The number of entries per school is unlimited; however, there is a limit of four (4) entries per person. Students must be the major contributors in the NO School Spirits PSA Contest. This includes the creation, writing of the script, acting, filming, editing and production. All students must submit a completed entry form. Adults and others may participate, but should have limited involvement in the creation and production of the PSA. Adults MUST complete the Photo/Video Waiver section on the entry form.

**What are the requirements?** Video entries should not exceed one (1) minute, however, the first-place winning video will be edited to 30 seconds in order to meet the allotted time placement. (see entry form for submission requirements). All entrants must complete and submit the 2024/2025 WVABCA "NO School Spirits" PSA Contest Entry Form. The entry form must be signed by a parent or legal guardian for persons under 18 years of age. All information must be legible on the entry form. Failure to complete all requirements, including entry forms and the Photo/Video Waiver may result in point deductions or disqualification.

**What should the message include?** The video must deliver a message targeting your peers about underage drinking and/or dangerous drinking behavior. Examples may include a message discouraging drinking and driving, a non-alcohol use message for under 21; current drinking trends, getting help for alcohol poisoning, preventing binge drinking, behavior at public events (i.e. sporting events, concerts, etc.). The PSA may feature the students, school, and surrounding community. You may visit the WVABCA website at [www.abca.wv.gov](http://www.abca.wv.gov) to view past winners and additional contest information. The entries will be judged on creativity, originality, and the overall message.

**What cannot be included in the message?** Obscene language, nudity, vulgar behavior, sexual innuendos or other inappropriate material. No person during the production of the PSA may engage in any act or behavior that would violate any municipal, state, or federal laws. Copyright and trademarked materials, music, logos, t-shirts and products cannot be used in the video without written consent. School logos are acceptable.

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Inappropriate or obscene content will be determined at the sole discretion of the PSA judges and may result in disqualification. Submission should not depict a true-life storyline that is currently in litigation in the courts.

**How do I submit my video?** The completed packet must include participant's entry form(s), photo/video waiver form(s) and video(s) must be mailed, posted to YouTube, or emailed to the WVABCA by 11:59 pm on Friday, December 20, 2024. Group submissions must be submitted with all participant's completed entry forms. The entry must have the same project name printed on the entry form as well as the group leader's name printed on the lines provided. If submitting via email, send to [NoSchoolSpirits@gmail.com](mailto:NoSchoolSpirits@gmail.com) with the subject line: NO School Spirits Contest Submission. If submitting via mail, please mail the completed packet to the address below. Please make sure that emailed videos are viewable before submitting. If made private, please include the password to the submission. If submitting via YouTube, please **clearly** print the URL in the line provided on the entry form. All submissions become the property of the WVABCA and may be used for future promotions. The winning videos may also be distributed to schools across the state, and be part of the WVABCA educational and promotional programs.

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**What happens next?** Once submitted, the group leader will receive a confirmation email within 7-10 business days to verify that their entry was successfully received. Submissions will be judged by a committee chosen by the WVABCA. If selected as a winning submission, the group leader will be contacted by the WVABCA.

<b>Deadline:</b>	<b>Friday, December 20, 2024 at 11:59 PM</b>
<b>Winner Announced:</b>	<b>On or before Friday, January 17, 2025</b>
<b>Visit winning schools</b>	<b>January 27, 2025 to February 7, 2025</b>
<b>TV PSA Editing &amp; Radio PSA creation</b>	<b>February 3, 2025 to March 21, 2025</b>
<b>Awards events &amp; presentations</b>	<b>April 2025 and May 2025</b>
<b>PSA airs on TV, radio and social media</b>	<b>April 2025 to June 2025</b>

**Agreement:** I understand that all submissions become property of the WVABCA and the WVABCA has full permission and authority to use, publish, and display my submission which may include my image and/or voice and also any writings, stories, or concepts in the submission. I further will hold the WVABCA harmless for any acts or use of my submission. If needed, I have obtained the necessary releases and permissions to enter this contest. Participation is voluntary and WVABCA may or may not use some or all the video submission/concept. The WVABCA considers all entries submitted after the deadline as void. The WVABCA is not responsible for submission or information submitted via YouTube or 3<sup>rd</sup> parties. The WVABCA is not responsible for failure of written or electronic submissions to be received timely by the WVABCA.

**Sponsors:** This contest is funded by the WVABCA through grants/awards received from State Farm®, National Alcohol Beverage Control Association (NABCA), and the Governor's Highway Safety Program (GHSP). **Contact:** Visit our website at [www.abca.wv.gov](http://www.abca.wv.gov) for more information about the NO School Spirits© PSA Contest. Questions regarding the NO School Spirits PSA contest may be emailed to [NoSchoolSpirits@gmail.com](mailto:NoSchoolSpirits@gmail.com) or by contacting Gig Robinson at (304)-356-5506 or [Gary.I.Robinson@wv.gov](mailto:Gary.I.Robinson@wv.gov).