

NO School Spirits®
2019/2020 – PSA Contest
Official Rules

The West Virginia Alcohol Beverage Control Administration (WVABCA) is pleased to announce a statewide contest for high school and middle school students. We are looking for motivated students to submit a video that addresses the dangers of drinking and driving or underage drinking for a Public Service Announcement (PSA). The grand prize winner will receive **\$5000** for their school and have the opportunity to take part in the creation of the PSA. The second-place winner will receive **\$2500** for their school; third-place will receive **\$1000** for their school. The PSA may feature the students, school, and surrounding community. In addition to being aired on television and radio, the PSA may also be distributed to schools across the state, be featured on the WVABCA website and may be part of the WVABCA DUI Simulator Program.

Who can enter? High school and middle school 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) entry per person. High school and middle school students must be the major contributors in the NO School Spirits PSA Contest. This includes the creation, writing of the script, acting, filming, and production). Adults and others may participate, but should have limited involvement.

What are the requirements? Video entries do not have a time limit; however, the first-place winning video will be edited to a 60 second spot or less in order to fit TV and radio stations allotted time slots. The entries will be judged on creativity, originality, and the overall message. All entrants must complete and submit the 2019/2020 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. The same group or individual is limited to 4 entries. All information must be legible on the entry form. **Failure to complete all requirements, including entry forms, may results 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. The message should be directed toward West Virginia youth. Examples might include: a message discouraging drinking and driving; a non-alcohol use message for under 21; getting help for alcohol poisoning; preventing binge drinking; appropriate behavior at public events (like sporting events, concerts, etc.). You may visit the WVABCA website at <https://abca.wv.gov/Pages/default.aspx> to view past winners.

What cannot be included in the message? Obscene language, nudity, vulgar behavior, sexual innuendos or other inappropriate material (as deemed by WVABCA) are not permitted. Copyright and trademarked materials, music, logos, t-shirts and products cannot be used in the video without written consent. High school and middle school logos are acceptable. 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) and video must be mailed, posted to YouTube, or emailed to the WVABCA by 11:59pm Friday, December 20, 2019.** 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 in the lines provided. The video entry may be uploaded to YouTube.com and the video URL included on the entry form or submitted via email to NoSchoolSpirits@gmail.com with subject line: NO School Spirits Contest Submission or submitted via mail 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. Please review the submission checklist on the back of the entry form to ensure proper submission. All submissions become the property of the WVABCA and may be used for future promotions.

<p style="text-align:center">West Virginia Alcohol Beverage Control Administration ATTN: Gig Robinson 900 Pennsylvania Avenue, 4th floor Charleston, WV 25302 Fax: 304-558-0081</p>

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What happens next? Once submitted, the group leader will receive a confirmation e-mail within 3-5 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. The prize sum will be awarded directly to the school to be utilized for a school approved function or expenditure which may include a project graduation event, after prom activity, equipment, software, or programming material.

Deadline:	Friday, December 20, 2019 at 11:59 PM
Winner Announced:	On or before Wednesday, January 22, 2020
PSA Development and Filming:	January 15, 2019 – March 15, 2020

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 of 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 3rd 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 received from State Farm®, National Alcohol Beverage Control Association (NABCA), and Governor’s Highway Safety Program(GHSP)

Contact: Visit our website at www.abca.wv.gov/gov/dds for more information about the NO School Spirits© PSA Contest, DUI Simulator Program, and additional resources. Questions regarding the NO School Spirits© PSA contest may be emailed to NoSchoolSpirits@gmail.com or by contacting Gig Robinson at (304)-356-5506 or Gary.I.Robinson@wv.gov.