NO School Spirits PSA Contest
2021/2022
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** and take part in the creation of the television and radio PSA. Second-place receives **$2500**; third-place receives **$1000**; fourth-place and fifth-place each receives **$750** for their school. Winners MUST use the prize money for a school sanctioned event(s) or school equipment and/or material(s). Winning students MAY also qualify for separate individual prizes. The PSA may feature the students, school, and surrounding community. The winning videos 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 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. 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, editing and production. Adults and others may participate, but should have limited involvement in the creation and production of the PSA. Entry forms MUST be submitted for ANY PERSON involved with the PSA.

What are the requirements? Video entries should not exceed two (2) minutes, see entry form for submission requirements. However, the first-place winning video will be edited to one-minute or less in order to meet the allotted time slots on TV and radio stations. The entries will be judged on creativity, originality, and the overall message. **All entrants** must complete and submit the 2021/2022 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.). Videos may also cover currents drinking trends, issues, and the pandemic. 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. 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. 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(s) must be mailed, posted to YouTube, or emailed to the WVABCA by 11:59 pm on Friday, December 17, 2021.** 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. If submitting via email, send to NoSchoolSpirits@gmail.com with subject line: NO School Spirits Contest Submission. If submitting via mail, please mail 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

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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.

West Virginia Alcohol Beverage Control Administration
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Fax: 304-558-0081

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 17, 2021, at 11:59 PM**
Winners Announced:	**On or before Wednesday, January 19, 2022**
PSA Development and Filming:	**January 24, 2022 – March 25, 2022**
Meet with students and faculty team leader at winning schools	**January 24, 2022 – February 4, 2022**
Award Events and presentations	**April 2022**
PSA airs on WV television and radio stations	**April 2022 – June 2022**

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 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 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), Foundation for Advancing Alcohol Responsibility, and the Governor's Highway Safety Program (GHSP).

Contact: Visit our website at https://abca.wv.gov/education/psacontest/Pages/default.aspx 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.l.Robinson@wv.gov.