

NO School Spirits PSA Contest

2026/2027

Official Rules

The *West Virginia Alcohol Beverage Control Administration (WVABCA)* is pleased to announce the 14th annual NO School Spirits PSA (public service announcement) contest is underway and open to all middle school and high school students enrolled in public and private schools. Students are invited to submit video entries that address the dangers and consequences associated with underage alcohol consumption.

The grand prize winner will receive \$5000 for their school, plus BONUS prizes for each student. 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 receive \$750 each. Winners MUST use the prize money for a school-sanctioned event, school equipment, or related material. The prize money will be awarded directly to the school and MUST be utilized for a school and WVABCA approved function or expenditure. Past winners have funded project graduation, after prom events, broadcasting class equipment, athletic/band equipment, drama departments, school club activities, field trips, or other school-related purposes.

Who can enter? Middle school and high school students currently enrolled and attending a public or private school in West Virginia may enter. Students may enter individually or as a group. The number of entries per school is not limited. 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 of the PSA. While adults and other non-students are welcome to participate, their involvement should be limited, whereby students are the primary contributors to the PSA project.

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 runtime (see entry form for submission requirements). All participants must complete and submit the WVABCA 2026/2027 “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 participants must submit an entry form that is legible. The student group leader or faculty group leader MUST also submit a Cover Sheet with each PSA submission. Failure to complete all requirements, including Entry Forms and Cover Sheets may result in point deductions or disqualification.**

What should the message include? The video message must target your peers and address underage drinking and/or dangerous drinking behavior. Examples may include a message discouraging drinking and driving, a non-alcohol use message for persons under 21, highlight current drinking trends, help for alcohol poisoning, preventing binge drinking, behavior at public events (i.e. sporting events, concerts, etc.), or other negative consequences associated with underage drinking (school dropouts, depression, fighting, etc.). The PSA may feature the students, school, and surrounding community. You are encouraged to visit the WVABCA website at abca.wv.gov to view past winning PSAs. The entries will be judged on the overall message, creativity, originality, and the completeness of the submission (forms and waivers).

What cannot be included in the message? Obscene language, nudity, vulgar behavior, sexual innuendos or other inappropriate material. During the PSA production, participants may NOT engage in any act or behavior that would violate any municipal, state, or federal laws. Copyrighted 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. The submission should not depict a true-life storyline that is currently in court litigation.

How do I submit my video? The submission must include the PSA Contest Cover Sheet, ALL participants (student and adult) completed entry form(s), and the PSA video. Each PSA video submission needs to be grouped separately. The submission must be mailed, posted to YouTube, or emailed to the WVABCA by 11:59 pm on Friday, December 18, 2026. If submitting via email, send to NoSchoolSpirits@gmail.com with the name of your school in the subject line. Please make sure the videos are viewable before submitting. If made private, please include the password. If submitting via YouTube, please **clearly** print the URL in the line provided on the entry form. If submitting via mail, please mail the completed packet to the address below.

West Virginia Alcohol Beverage Control Administration
ATTN: Gig Robinson
900 Pennsylvania Avenue, 4th floor
Charleston, WV 25302
Fax: 304-558-0081

What happens next? Once submitted, the group leader will receive a confirmation email within 7 business days to verify that their entry was successfully received. The WVABCA selection committee will judge the PSA entries in January 2027 and announce the winners by January 22, 2027. ALL entrants will be notified as to the results of the 14th annual “NO” School Spirits PSA contest and the winners will be personally contacted.

Deadline	Friday, December 18, 2026 at 11:59 PM
Winners Announced	On or before Friday, January 22, 2027
Visit winning schools	January 25, 2027 to February 12, 2027
TV PSA Editing & Radio PSA creation	February 8, 2027 to March 26, 2027
Awards events & presentations	April 2027 and May 2027
PSA airs on TV, radio and social media	April 15, 2027 to June 15, 2027

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 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/awards received from State Farm®, National Alcohol Beverage Control Association (NABCA), and the Governor’s Highway Safety Program (GHSP).

Contact: Visit our website at 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 or by contacting Gig Robinson at (304)-356-5506 or Gary.I.Robinson@wv.gov.