



**HAMPDEN DISTRICT ATTORNEY
ANTHONY D. GULLUNI
STOP THE SWERVE**
Impaired Driving Prevention & Education Program
Public Service Announcement (PSA) Challenge



DEADLINE FOR SUBMISSION MARCH 10, 2017

Winning PSA video will:

- be submitted for broadcast on a local television station;
- receive \$10,000.00 in grant monies to enhance their school's technological resources;
- be showcased at an event in their community;
- be shown at the March 30, 2017 event at the Basketball Hall of Fame.

Submitted and eligible PSA videos will:

- be broadcast on line;
- be recognized at the March 30, 2017 event.

*******REQUIREMENTS FOR SUBMISSION*******

- Deadline for Submission is March 10, 2017;
- All entries must have a "title slide" in the video that identifies the name of the PSA;
- All entries must be submitted on DVD, CD, flash drive or email;
- The disc, flash drive, or email must be labeled with the name of the school and the title of the PSA.

School Information

School name _____

Address _____

City _____ State _____ Zip _____

School representative _____

Contact Number _____

Email _____

*School representative signature _____

Date _____

*Signature of school representative required with submission of school PSA attesting and consenting to the official rules and disclosures of the PSA Challenge

Film information

Note that the film must be 30 seconds or 60 seconds in length

Title (required) _____

Participants _____

The PSA challenge is open to all Hampden County high schools and includes individuals and groups of students, as well as student organizations, classes, clubs or athletic teams. A panel selected by the District Attorney will review the entries.

Content limitations

PSA submitted:

- Cannot include copyrighted music (original music accepted)
- Cannot include clips from movies, television shows or music videos
- Cannot include profane language, nudity, sex, weapons or depict excessive violence
- Cannot reference any commercial product or advertiser
- Cannot have actors wearing clothing with logos or any other commercial reference
- Cannot depict scenes of substance abuse or sexual activity

Should not identify the school district or town through clothing, signage or logos

***Sound and visuals must be clear**

PSAs must be original and communicate the dangers of impaired driving. Videos should be inclusive in terms of gender and sexual orientation and should communicate a message about safety.

The Hampden District Attorney's Office reserves the right to determine the eligibility of any project.

To Enter:

Enclose your signed application, a DVD, CD, copy of your work, and a list of cast/crew members and mail or email to:

Hampden District Attorney's Office
Attn: Assistant District Attorney Joan O'Brien
50 State Street
Springfield, MA 01102
413-505-5671
joan.obrien@state.ma.us

Disclosure

All submitted materials become the property of the Hampden District Attorney's Office and will not be returned. In addition, the Hampden District Attorney's Office reserves the right to use these materials for educational purposes. Such educational purposes include, but are not limited to programs sponsored by the District Attorney's Office, print, radio and television media, and posting to the District Attorney's website.

