

2012 Youth Suicide Prevention



PSA Video Contest

PRIZE

The winning video will be aired on You Tube to promote Youth Suicide Prevention Awareness. The winner(s) will be honored with trophies as well as cash prizes at a special ceremony in April, 2012.

Additionally, the top two schools with the highest percentage of student participation of PSA/Poetry entries will be awarded \$500.

GENERAL RULES

1. All entries become the property of the Office of the Attorney General and may be used in whole or in part by the Office of the Attorney General at its discretion.
2. By entering the contest, all entrants agree to permit the use of name and other personal information for publicity and further agree that the Office of Attorney General has a universal, irrevocable and non-exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit and/or broadcast the videos without payment or further consent.
3. The Grand Prize winner additionally grants to the Office of the Attorney General all rights, title and interest, including, without limitation, all copyrights and exploitation rights in any media of his/her video without payment or further consent.
4. All required application and entry forms must be completed in full.
5. The video may not depict any trademarks, copyrighted materials, logos or brand names in the background or on costumes, equipment and props without written approval.
6. By entering the contest, the entrant agrees that the Office of the Attorney General may post his/her video, or any part thereof, on the Office of the Attorney General Web site and submit it for broadcast.
7. By submitting the video, the entrant represents that: 1) the video and everything depicted in the video are wholly original and do not infringe upon or otherwise violate any right of any person, firm or entity; 2) he/she has all rights, licenses, permissions and consents necessary to submit the video in the contest in accordance with these terms and conditions; and 3) no person/entity other than the entrant has any right, title or arrangement to the video, including, but not limited to, music publishing agreement, recording agreement, production agreement or any similar agreement.
8. The entrant agrees that the Office of Attorney General has the right to modify, edit and/or adapt the video as necessary as well as to reproduce it, in whole or in part, without compensation of further notice to the entrant.
9. The opinions expressed in the video submissions are solely the opinions of the entrants and not those of the Office of the Attorney General. The Office of the Attorney General is not responsible for any videos provided by entrants that are deemed harmful or offensive to others.
10. The contest is subject to all federal, state and local laws.
11. Void where prohibited by law.
12. **All entries must be postmarked by Tuesday, February 14, 2012.**

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PSA Video Contest Rules, Continued

CRITERIA

1. Must be 30 OR 60 seconds in length.
2. All video/audio formats are acceptable.
3. Must be original student work. Each PSA must be submitted with all appropriate application and permission forms. Each entry must be clearly labeled with: entrant(s) name; grade; school; mailing address; main contact e-mail address; telephone number; and title of the PSA.
4. The video must depict the importance of Youth Suicide Prevention as it relates to teens. This contest gives students an opportunity to talk about the issue from their own perspective by highlighting opportunities for prevention and encouraging help-seeking.

JUDGING

Judging will take place in early March 2012.

Entries will be reviewed by a panel of judges chosen for their professional expertise in the areas of television and prevention.

Judges will evaluate entries on the following:

1. Originality, uniqueness, reflection of creative thinking, style and expression.
2. Appropriateness and relationship to topic.

MATERIALS

Please take the time to utilize the packet materials for information on Youth Suicide Prevention in addition to your own research.

All of the forms listed below must be completed in their entirety and submitted with the video.

These forms include:

- 1) Entry Form (1 copy per entry)
- 2) Copyright Understanding (1 copy per entry)
- 3) Minor Photographic Release (1 copy per student who is under 18; a parent or guardian must sign the form).

MEDIA GUIDELINES

Do

- Inform the public about suicide in a positive and sensitive way highlighting the complexity of the issue.
- Highlight opportunities for prevention and encourage help-seeking.
- Provide appropriate sources of help (i.e. available helpline).
- Educate about likely causes, warning signs, trends in suicide rates, and recent treatment advances.
- Keep in mind that viewer might be in crisis when they hear or see the information.

Avoid

- Simplistic explanations for an attempt or death by suicide.
- Presenting suicide as the inexplicable act of an otherwise healthy or high-achieving person.
- Romanticizing or sensationalizing (i.e. community expressions of grief suggesting the person is being honored rather than mourned).
- Portraying suicide as a heroic or romantic act.
- Dramatic photographs and images related to suicide (including location of a suicide).
- Graphic or detailed description of a suicide method.

For more information on safe and effective public awareness messaging, review guidelines at the Suicide Prevention Resource Center at www.sprc.org/library/safemessagingfinal.pdf.