



Choosing Yourself –

Making Decisions that Promote Healthy
Substance Free Relationships

PSA Project

Attention Students!

The Middlesex District Attorney's Office and Middlesex Partnerships for Youth, Inc. invite high school and middle school students to produce their own original 30 – 60 second Public Service Announcement (PSA) video on Choosing Yourself – Making Decisions that Promote Healthy Substance Free Relationships.

Peer Pressure

Deadline for Submission

May 4, 2012

Responsibility

The goal is for high school and middle school students to use these PSAs as a forum to communicate a direct, positive message to other teens, all in an effort to keep students safe.

Healthy Relationships

Possible topics for the videos include:

Self Worth

- Supporting friends and peers who encounter peer pressure
- Accepting peers for who they are
- Coping with peer pressure
- Appreciating self worth, as an anti-substance approach
- Demonstrating sound judgment and personal responsibility
- Avoiding over the counter products that pose health and safety risks
- Avoiding situations that promote substance use

Healthy Living

Prescription Drugs

Substance Abuse

Substance Abuse PSA Project

Sponsored by the Middlesex District Attorney's Office and
Middlesex Partnerships for Youth, Inc.



Student Application



Winners will have their PSA Video professionally edited and submitted for broadcast on television outlets throughout the Boston area

Student Submission - Requirements:

- All entries must have a "title slide" in the video that identifies the name of the PSA
- All entries must either be playable on a standard DVD player or in one of the following computer formats: **QuickTime or Windows Media Video.**
- All entries must be submitted on DVD or CD (no thumb drives, or other media) and the disc must be labeled with the name of the PSA, the participants, and the school it is from.

Student Contact

Student Name: _____
Home Address: _____
City: _____ State: _____ Zip: _____
School: _____ City: _____

Teacher Contact

Teacher's Name: _____
Cell Phone: _____ Work Phone: _____
E-mail: _____

Film Information – Note that the film length must be 30 – 60 seconds

Title (required): _____
Participants: _____

A signed form by student and parent/guardian must be submitted by each participant, consenting to their involvement in the project, and the reproduction/distribution of the PSA video.

**Student and parent/guardian must sign and date this application.
Unsigned applications will not be considered.**

Student Signature

Date

Parent/Guardian Signature

Date

DEADLINE FOR SUBMISSION IS MAY 4, 2012

For more information, please visit: <http://www.middlesexda.com> or
<http://www.middlesexpartnershipsforyouth.org>

Official Rules

The PSA Program is open to all high school and middle school students attending school in Middlesex County, and includes individuals and groups of students, as well as student organizations, classes, clubs or athletic teams.

A panel consisting of students, educators, police officers, and members of the District Attorney's Office will review the entries.

Note that since these PSAs are intended for use on broadcast television, content limitations include:

- ◆ Cannot include copyrighted music (original music is 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

PSAs should be original and directed towards other teenagers. They should be inclusive in terms of gender and sexual orientation and they should communicate a positive message about substance free relationships.

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

To Enter

Enclose your signed application (signature of student and parent/guardian is required), a DVD or CD copy of your work, and a list of cast/crew members and mail to: Middlesex District Attorney's Office, Attn. Margie Daniels 47 Thorndike St, Cambridge, MA 02141.

Deadline is May 4, 2012.

Disclosure

All submitted materials become the property of the Middlesex District Attorney's Office and will not be returned. In addition, the Middlesex District Attorney's Office reserves the right to use these materials for educational purposes. By signing this application, and if the student is under the age of 18, the parent/guardian agrees to the use of any such photographs or video submitted, either by the Middlesex District Attorney's Office or Middlesex Partnerships for Youth, Inc. Such educational purposes include, but are not limited to programs sponsored by the above mentioned agencies, print, radio and television media, and posting on the agencies' websites.