

# Youth Voices 2010: Multi-Media Contest Rules and Guidelines

- Deadline for Entries:** April 30, 2010
- Topic:** All teens (13-19 years of age) are invited to create posters and public service announcements (PSA) focused on teen driving safety or reducing youth access to alcohol and other drugs. Submissions will be used to create a library of posters and PSAs designed and developed by local teens.
- Who Can Enter:** All teens ages 13 to 19. You may enter as an individual or as a group.
- Prizes:** Prizes will be awarded to entries and winning submissions. The 1<sup>st</sup> five entries received in each submission category will receive one \$20 mall gift certificate. Winning entries will be displayed and aired at local venues and media outlets.  
**1<sup>st</sup> place in each category: \$125 gift card**  
**2<sup>nd</sup> place in each category: \$100 gift card**
- Details:** The contest begins on March 15 and ends on April 30. Entries can be e-mailed to [darledge@co.humboldt.ca.us](mailto:darledge@co.humboldt.ca.us) or mailed to Dawn Arledge, Community Wellness Center, 908 7<sup>th</sup> Street- Eureka, CA 95501 by 5:00 PM on Friday April 30, 2010. Winners will be selected in May 2010.
- More Information:** Complete contest rules, resources for students (website, statistics, technical assistance available) and entry form can be found at <http://www.humhost.net/contest>
- Contest Rules:**
- 1) Entries must fit one of the following submission categories:
    - Poster: must be at least 11" x 17" in size, with maximum dimensions of 26" x 34". Entries may be in any format (i.e. photography, drawing, graphic arts, collage etc.).
    - Television commercial: Must be 28-29 seconds long. Save your entry on a CD and submit it. You may also submit a story board with still shots and a shot-by-shot narrative of the commercial.
    - Radio commercial: Must be 28-29 seconds long. Submit the script for your commercial. You may also voice and produce your spot for a stronger entry and submit a CD with the spot on it.
  - 2) The message must be related to preventing problems related to youth access to alcohol and other drugs or teen driving safety. Some examples may include:
    - Drive sober and alert
    - Encouraging friends, parents, community members to keep youth safe and healthy by keeping alcohol and drugs away from them
    - Don't get into a car with someone who has been drinking or using drugs (including an adult)
    - Risky and distracted driving behaviors (speeding, aggressive driving, horseplay, street racing, falling asleep, not using your seatbelt, showing off, cell phone use, loud music, eating, passengers, etc )
    - Dangers of drowsy driving
    - Look out for your friends and speak up if you or they are in an unsafe situation
  - 3) Message must target one audience: Youth ages 13-19 or Parents of Youth ages 13-19.
  - 4) The message cannot be gory or graphic, cannot contain any foul language, or be otherwise inappropriate.

- 5) Plagiarized or copyrighted materials on posters will not be accepted. Sponsoring organization reserves the right to disqualify entries not meeting all requirements.
- 6) Participants must fill out a complete entry form and attach it to the submission, or provide entry form information via e-mail. Entry forms can be found at <http://www.humhost.net/contest> or can be mailed by calling 445-6024.
- 7) Participants must be teens aged 13 to 19 and the competition will be between all individuals and groups that participate.

**For questions, call Dawn Arledge, 445-6024 or [darledge@co.humboldt.ca.us](mailto:darledge@co.humboldt.ca.us).**

**Thank You to Our Contest Sponsors & Supporters:**

<b>Fortuna Adventist Community Services</b>	<b>Blue Ox Radio</b>
<b>Northern CA Indian Development Council</b>	<b>Access Humboldt</b>
<b>MARZ Media &amp; Arts Resource Zone</b>	<b>KMUD</b>

**The contest is being coordinated by the Humboldt County Department of Health & Human Services. Funding was provided by the California Office of Traffic Safety through the National Highway Traffic Safety Administration.**