

Save A Life Campaign PSA Contest Rules

How

Teams: PSA production teams should be made up of no more than three students. Schools can send in as many PSA's as they like.

Prep

Read the background information on www.SaveALifeCampaign.com

Length

30-second PSA's. Stay within your time lime in your final edit.

Slate

None needed

How to Enter:

1. Teachers must register on SchoolTube.com. Registering will give them the ability to upload videos, and moderate (review and approve or deny) their students' submitted videos.
2. In addition to uploading the PSA to SchoolTube, teachers must fax a signed Save A Life Campaign Teacher Form to fax #314-994-1467, Attn: Don Goble. This form verifies that students did the work with no assistance from adults and that music is royalty-free or used under license.
3. Also, please save a BROADCAST-QUALITY VERSION of the PSA in the event it is selected to air on television. This requires that 10-seconds of black be added on to the front and back end of each PSA video.
4. Students must register on www.SchoolTube.com in order to upload their entry. Their submission will have to be approved by their teacher before it is officially entered into the contest.
5. Either students or teachers can upload a PSA entry to SchoolTube. If students submit the video, it will be moderated by their teacher first. Students will have to wait for their teacher to approve the video before it will officially entered into the Save A Life Campaign contest. Login to SchoolTube.com and upload your video from the upload link on the Save A Life Campaign contest page. Videos must be uploaded into the Save a Life Campaign contest under the Community Service category ->PSA subcategory->Save a Life Campaign Contest.
6. If registered teachers submit the entry, it will be viewable immediately.

Judging

The Save A Life Campaign Executive Board and professional broadcast journalists will choose the winners. The number of hits and ratings for each PSA will be taken under consideration when judging. The judging matrix is available for review. It is suggested that it be reviewed by students and teachers before starting their PSA project.

REMINDER

Please save a broadcast quality version of your PSA in the event that your entry is selected to air on television. Add 10-seconds of black to the beginning and end of each individual PSA.

Prizes

The First Place PSA's school will receive \$1,000, Second place will receive \$500, Third place \$300 - to be used towards the scholastic program of their choice.