



Speak Out to Save Lives! Public Service Awareness Video Contest 2020-2021 School Year

FBI Pittsburgh H.O.P.E.

*(Heroin Outreach Prevention and Education)
Initiative*

OFFICIAL RULES AND REGULATIONS

1. This competition is available to all high school students in grades 9-12. Students must form a team of **THREE TO FIVE STUDENTS** and identify a Team Captain. Students may represent a specific organization or club sponsored by the high school, or form their own team of friends/colleagues. Each school will identify a Teacher Sponsor who will assist teams as needed and post team videos on YouTube.
2. Team Captain must work with the Teacher Sponsor to complete the **TEAM REGISTRATION FORM**, and submit to kwesolosky@fbi.gov by 5:00pm on **Friday, February 5, 2021**, in order for submissions to be accepted. **PARENT/GUARDIAN RELEASE** must also be signed and turned in to the Teacher Sponsor prior to student's work on this project.
3. All project participants must read and agree to contest **OFFICIAL RULES AND REGULATIONS** in order to be considered eligible for the contest.

4. Entries must only contain original and non-copyrighted material. No copy-written music, branded material, logos, etc, may be used without express written permission from the copyright or trademark holder. Please utilize technology to mask logos or names of corporations that may appear in the video, unless specific permission is granted to use the logo or company name.

5. All team members must not attempt to include or perform video stunts, dangerous situations, or film at dangerous locations during the production of the video. The Teacher Sponsor will guide teams through the planning and filming/submission process, in order to ensure safety and security for all students involved in the project.

6. The FBI Pittsburgh H.O.P.E. Initiative Partners reserve the right to disqualify any submission for any reason deemed necessary.

7. The FBI Pittsburgh Field Office, FBI Pittsburgh CAAA, licensees and its H.O.P. E. Initiative Partners are not responsible for the content of the videos produced. Submitted videos will not be eligible if they contain or appear to contain:
 - Profane or obscene material or language
 - Nudity, profanity, or gratuitous violence
 - Endorsement of illegal drug use, alcohol abuse, prescription drug abuse, or any other illegal activity
 - Derogatory characterization of any person or group
 - Any copyrighted or trademarked materials without express written consent from the copyright or trademark holder.

2020-2021 SCHOOL YEAR PSA CONTEST THEME

The COVID-19 pandemic has affected our world in unpredictable ways. As a result, virtual schooling and social isolation has had a catastrophic effect on mental health and has increased the risk for substance abuse. Overdoses and mental health crises are worsening, and our world continues to present challenges that require us all to reinvent our daily lives, routines, and goals. For this reason, we have decided to tackle a few deeper questions for the contest theme: Through these unsettling times, what are the everyday challenges young adults face this academic year, and why do young adults choose to self-medicate? How can young adults choose a safer coping method? One important message, that is much needed, is the fact that anyone can turn their bad decisions into good ones at any given moment. Here are some categories of general stressors that researchers have found may lead young adults to make bad choices through the pandemic. Teams may choose one of these categories, or choose one not listed below:

- Increased sense of isolation (Zoom fatigue, screen time fatigue)*
- Anxiety/Depression/Other mental health conditions*
- Break in continuity of learning (delay in accessing resources, therapies, academic supports)*
- Loss of control (lost expectations with school, sports, and activities)*
- New responsibilities (child care, job, housework)*
- Fear of getting sick/family member getting sick*
- Permissive Environment, Family/Domestic Stressors, Economic uncertainty*

JUDGING OF PROJECTS

A total of **SIX (6) videos** will be chosen as **winning videos**. Videos will be judged in **two ways**; by a "Veteran Winners" scoring system , and again by a "Rookie Winners" scoring system. The Judge's scoring system will consist of a panel of FBI Pittsburgh/ FBI Pittsburgh CAAA H.O.P. E. Initiative Partners, and include the following criteria with relation to the 2020-2021 Contest Theme:

Effectiveness and relevance (40%);

Content (40%);

Creativity (20%)

TEAM REGISTRATION REQUIREMENT

Teacher Sponsor must work with the Team Captain to ensure that all teams complete the **TEAM REGISTRATION FORM** and submit by 5:00pm on **March 12, 2021**, in order for submissions to be accepted. Teacher Sponsors must obtain a PARENT/GUARDIAN RELEASE FORM from each student involved in the project prior to the student's participation, to be turned in with the file submission on **March 12, 2021**. You may email your signed **TEAM REGISTRATION FORM** to KWESOLOSKY@FBL.GOV.

PROJECT SUBMISSION

Each team or individual should be prepared to turn in a copy of their video submission file **to their Teacher Sponsor in order for them to post to YouTube and submit the posted link and forms by the March 12 deadline**. Videos should be approved and posted by the Teacher Sponsor to YouTube on or before **March 12, 2021**.

The following paperwork **must** be completed and submitted to the Teacher Sponsor with the video:

- PARENT/GUARDIAN RELEASE FORM for each student participant involved in the project.
- ACTOR RELEASE FORM - for each participant in the film, including any person whose voice, image, or likeness is used. If under 18, participants must have parent/guardian permission and signature on the release.
- LOCATION RELEASE FORM - you must get written permission to film on someone's personal property.
- Completed submissions, including submission file and corresponding paperwork, **must be turned in to the Teacher Sponsor. Teacher Sponsor will then have the option of finalizing all submissions by the upload deadline of March 12, 2021.**

AWARDS FOR WINNING PROJECTS

A total of **SIX (6) videos** will be chosen by a judging panel as winners of one of two possible categories; “Veteran Winners,” and “Rookie Winners.” Winning teams will be notified via email to the Teacher Sponsor, and announced on the FBI Pittsburgh CAAA Website on, or before **March 26, 2021**, and winning videos may be posted on the FBI Pittsburgh Division website and Twitter page @fbipittsburgh, as well as the FBI Pittsburgh CAAA Website and Twitter page @fbipghcaaa. Winning videos may also be shared with, and by FBI Pittsburgh/ FBI Pittsburgh CAAA H.O.P. E. Initiative Partners, as well as promoted on the subsequent social media outlets.

PRIZES INCLUDE:

SIX CHANCES for your team to win in TWO CATEGORIES!

Veteran Winners (Teams who have placed 1st, 2nd or 3rd in either category in prior years)

Rookie Winners (Teams who have never placed 1st, 2nd or 3rd in either category)

- **Levitt Legacy Fund - financial donation to six winning teams**
- **Pittsburgh Penguins Foundation - merchandise prize packages of the six winning teams**
- **CentiMark Corporation - \$200 Target & Walmart gift cards to the teachers of the six winning teams**

***Prizes sponsored by the Pittsburgh Penguins Foundation. All monetary prizes to the teachers will be given directly to the winning school district to be earmarked towards enhancement of Teacher Sponsor departmental needs.*

All awards will be announced to the community via press release and promoted via social media platforms.
Questions? We're here to help! Email Kelly Wesolosky at Kwesolosky@fbi.gov or call us at 412-432-4488.

Have fun filming and BE SAFE! _____