



Speak Out to Save Lives! Public Service Awareness Video Contest 2019-2020 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, **October 4, 2019**, 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.

2019-2020 SCHOOL YEAR PSA CONTEST THEME

Opioid abuse across the country has evolved from direct abuse to a use/abuse in a variety of indirect ways, cross-pollinated with many recreational drugs of today. For this reason, we have decided to tackle a few deeper questions: *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. Teams may choose one of these categories, or choose one not listed below:

-Relieve Boredom/Curiosity

-Peer Pressure/Social Status

-Ease Pain (Physical)

-Ease Pain (Psychological, due to Severe Trauma/Mental Illness)

-Academic Stressors (Pressure to Perform)

-Permissive Environment, Family/Domestic Stressors

JUDGING OF PROJECTS

A total of **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 2019-2020 Contest Theme:

Effectiveness and relevance (35%);

Content (35%);

Creativity (20%);

Social Media (10%);

The Social Media portion of the scoring system will be a Social Media score gauged by the "likes" and "shares" extracted **directly from the YouTube posting** during the official voting period. One "share" will be scored as 3 points, and one "like" will be scored as 1 point. ****All "likes" and "shares" must be logged directly from the YouTube posting, for tracking purposes. Teacher Sponsors will be requested to turn in YouTube Analytics at the end of the voting period. ****

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 **October 4, 2019**, 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 **November 22, 2019**. You may email your signed **TEAM REGISTRATION FORM** to KWESOLOSKY@EBLGOV.

PROJECT SUBMISSION

Each team or individual will turn in a copy of their video submission file by **November 22, 2019 to their Teacher Sponsor**. Videos should be approved and posted by the Teacher Sponsor to YouTube on or before **December 6, 2019**.

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 by no later than November 22, 2019. Teacher Sponsor will then have the option of finalizing all submissions by the upload deadline of December 6, 2019.**

SOCIAL MEDIA SCORING

Teams should have their videos posted to a centralized YouTube posting of their choosing by **December 6, 2019**. They should re-direct viewers to the centralized YouTube posting to view the video and either “like” the video and/or “share” the video directly from the posting to their social media platform of choice. All “Social Media” votes will be tallied from “likes” and “shares” generated from the YouTube site where the video is posted. The deadline for voting is 11:59pm on **December 20, 2019**.

AWARDS FOR WINNING PROJECTS

A total of **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 **January 24, 2020**, and winning videos may be posted on the FBI Pittsburgh Division website, as well as the FBI Pittsburgh CAAA Website. 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)

1st: \$5000; 10 Tickets to a VIP Party Suite for a Pittsburgh Penguins Game in February of 2020!; “FBI Agent for a Day” at the FBI Pittsburgh Field Office

2nd: \$2500; 5 Tickets to a VIP Party Suite for a Pittsburgh Penguins Game in February of 2020!

3rd: \$1500; 5 Tickets to a VIP Party Suite for a Pittsburgh Penguins Game in February of 2020!

***Prizes sponsored by the Pittsburgh Penguins Foundation. All monetary prizes will be given as a grant from the Pittsburgh Penguins Foundation 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!