



SNAP Video Contest

“Teen Prescription Drug Abuse in Our Community”

This contest is sponsored by Shores Network for Action and Prevention (SNAP) Coalition
The Mission of SNAP is to support St. Clair Shores youth
by building a safe and healthy community

Entry Deadline: March 13, 2012

Winning entries will be announced following the viewing of the
top entries on
Tuesday, April 24, 2012
7 PM

At a Town Hall Meeting featuring Guest Speaker
Dr. Mark Menestrina
Lakeview High School Schaublin Auditorium
21100 Eleven Mile Road

2011/12 SNAP Anti-Drug Video Contest Guidelines



Students:

Show your creative talents and earn cash prizes! Create a 30-second Public Service Announcement (PSA) to teach others about the negative impacts of teen prescription drug abuse in our community. **Public and private students, grades 6th -12th, attending St. Clair Shores schools are eligible.** The PSA may be live-action or animation, but must be original student work. Six entries will be awarded as follows: one 1st and 2nd Place and Honorable Mention in the two categories - 6th-8th grade and 9th-12th grade.

Who is Eligible & How to Enter

1. Eligibility - ALL public and private school students attending school in St. Clair Shores in grades 6th -12th.
2. Each entry should reflect this year's theme: “Teen Prescription Drug Abuse in Our Community” and educate people about accessibility and prevention. In your own words, address **at least** one of the following issues: **Current problem in school environment, easy accessibility, consequences and/or prevention.**
3. The entry must be original student(s) work.
4. The video cannot contain any consumption or illegal use of prescription drugs.
5. The PSA must be 30 seconds maximum and include a title screen including the school name.
6. Individuals or teams of students may create and submit one (1) entry. If a team wins, the prize will be divided accordingly.
7. Each entry must include a completed and signed Registration Release Form.
8. Finished PSAs should be under 500MB in size and in one of the following video formats: .AVI .MOV .MPG .MPG2 .MPEG2 .MPEG4 .MP4 .WMV
9. Entries must be submitted to: • **SNAP Video Contest, c/o Judge Joseph Oster, 27701 Jefferson, St. Clair Shores, MI 48081.**

10. Entries and registration forms must be submitted by **noon on Tuesday, March 13, 2012.**
11. All entries become the property of SNAP (Shores Network for Action & Prevention) Coalition.
12. By submitting an entry, entrants (i) represent that their entries constitute original works of creativity that do not violate the property rights of any other person, and (ii) grant SNAP the right to exhibit, distribute, televise and otherwise use the entries in various media.
12. **Winning Entries will receive** - one 6th – 8th Grade Entry and one 9th – 12th Grade entry in each award category: \$400 First Place; \$200 Second Place; and Gift Certificate for Honorable Mention.
13. Prize recipients will be announced on Tuesday, April 24, 2012, at Lakeview High School Schaublin Auditorium, 21100 Eleven Mile Road, 7 PM, during a presentation of the submitted entries and Town Hall Meeting. A press release will also be sent to the local media and the winners will be presented to St. Clair Shores City Council.

Video Requirements:

- All submission must be 30 seconds in length
- Submissions may be in either black and white or color and may be enhanced with graphics, special effects, or animation created by the student.
- Third Party materials including but not limited to music, lyrics, logos, trademarks, or characters or references to third party materials cannot be included in the video without evidence of permission from the third party.
- Submission must be in digital format (.WMV or .MPEG).
- Submissions must be all original work.

Determination of Prize Winners will be by YouTube votes and Guest Judges: During the voting period, eligible Submissions will be posted on YouTube. Visitors will be given the opportunity to vote by clicking the “Like” button near the video. Limit one vote per user. Duplicate votes will not be counted.

Judging: SNAP will create a panel of independent judges who will assign point values of 1 – 10 in each category for each of the Submissions:

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|---|-----------------------------|
| • Content - Incorporation of chosen topic | • Accuracy of Information |
| • Creativity and Originality | • Production quality |
| • Informational Content | • Number of YouTube “Likes” |

Participants who do not receive a 1st, 2nd or Honorable Mention prize but are in attendance at the April 24, 2012 Presentation will be eligible for a ticket to enter one (1) drawing across all age groups for a Digital Flip Phone. All entrants must be present to win.

Disclaimer - Viewing: 1st and 2nd place videos may be played on YouTube, FaceBook. Local TV stations, the City of St. Clair Shores Community Channel or at the local movie theatre as a Public Service Announcement.

For further information, please contact: snapcoalition@gmail.com or Carolyn at (586) 498-2137. Additional forms available in your school’s main office, the St. Clair Shores Library and on www.scspscridmewatch.net