



“CommUnity Involves You”

2013-2014 PSA Project

Attention Students!

The Middlesex District Attorney’s Office and Middlesex Partnerships for Youth, Inc. invite high school and middle school students to produce their own original 30 – 60 second Public Service Announcement (PSA) videos on the importance of being involved in the school and community.

Involvement

Community

Opportunity

Volunteering

Joining clubs

Positive relationships

Making your mark

**Deadline for Submission
May 2, 2014**

The goal of the 2013-2014 PSA Project is for students to develop original PSA videos, to highlight the community aspect of school and the various opportunities available to students. These messages will communicate a direct, positive voice to other teens, in an effort to demonstrate to students that they are valued and that their involvement matters.

Possible topics for the posters include:

- Ways for students to get involved in their school and community
- Healthy relationships that can form within the community
- How involvement in the school and community builds opportunities
- Positive impacts students can have on the school and community

CommUnity Involves You PSA Project

Sponsored by the Middlesex District Attorney's Office and
Middlesex Partnerships for Youth, Inc.



Student Application



Winners will have their PSA Video submitted for broadcast on television

Student Submission - Requirements:

- All entries must have a "title slide" in the video that identifies the name of the PSA
- All entries must either be playable on a standard DVD player or in one of the following computer formats: **QuickTime or Windows Media Video.**
- All entries must be submitted on DVD or CD (no thumb drives, or other media) and the disc must be labeled with the name of the PSA, the participants, and the school it is from.

Student Contact

Student Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

School: _____ City: _____

Teacher Contact

Teacher's Name: _____

Cell Phone: _____ Work Phone: _____

E-mail: _____

Film Information – Note that the film length must be 30 – 60 seconds

Title (required): _____

Participants: _____

A signed form by student and parent/guardian must be submitted by each participant, consenting to their involvement in the project, and the reproduction/distribution of the PSA video.

**Student and parent/guardian must sign and date this application.
Unsigned applications will not be considered.**

Student Signature

Date

Parent/Guardian Signature

Date

DEADLINE FOR SUBMISSION IS MAY 2, 2014

For more information, please visit: <http://www.middlesexda.com> or
<http://www.middlesexpartnershipsfor youth.org>

Official Rules

The PSA Project is open to all high school and middle school students attending school in Middlesex County, and includes individuals and groups of students, as well as student organizations, classes, clubs or athletic teams.

A panel consisting of educators, police officers, and members of the District Attorney's Office will review the entries.

Content Limitations

PSA submitted:

- cannot include copyrighted music (original music is accepted)
- cannot include clips from movies, television shows or music videos
- cannot include profane language, nudity, sex, weapons or depict excessive violence
- cannot reference any commercial product or advertiser
- cannot have actors wearing clothing with logos or any other commercial reference
- cannot depict scenes of substance abuse or sexual activity

*Sound and visuals must be clear

PSAs must be original and directed towards other teenagers. They should be inclusive in terms of gender and sexual orientation and they should communicate a positive message about the importance of getting involved in your school and community.

The Middlesex District Attorney's Office reserves the right to determine the eligibility of any project.

To Enter

Enclose your signed application (signature of student and parent/guardian is required), a DVD or CD copy of your work, and a list of cast/crew members and mail to: Middlesex Partnerships for Youth, Inc., Attn. Margie Daniels 47 Thorndike St, Cambridge, MA 02141.

Deadline is May 2, 2014.

Disclosure

All submitted materials become the property of the Middlesex District Attorney's Office and will not be returned. In addition, the Middlesex District Attorney's Office reserves the right to use these materials for educational purposes. By signing this application, and if the student is under the age of 18, the parent/guardian agrees to the use of any such photographs or video submitted, either by the Middlesex District Attorney's Office or Middlesex Partnerships for Youth, Inc. Such educational purposes include, but are not limited to programs sponsored by the above mentioned agencies, print, radio and television media, and posting on the agencies' websites.