

Your voice.



Your view.

Creative Media Contest

Guidelines for Media Contest Entries

WHAT'S IT ABOUT?

Day One, the Sexual Assault & Trauma Resource Center of Rhode Island is inviting teenagers to make their voices heard by preparing an advertisement for TV addressing sexual violence prevention.

WHO CAN ENTER THE CONTEST?

High School students statewide are invited to participate. Community groups with teens ages 13-19 can get involved, too!

HOW TO ENTER THE CONTEST?

- ☞ Teams must consist of 3-4 people with at least one male participant.
- ☞ Fill out contest entry form and send your form, along with your ad to Day One. There is no fee for submitting an entry. Enter as many advertisements as you want. Send a separate entry form for each submission. A typed copy of the script with the names of the team members is required.
- ☞ All final entries must arrive at the Day One office by **5 p.m. on Friday, February 26, 2010.**
- ☞ Contact Sandy Malone at (401) 421-4100 ext. 160, or smalone@dayoneri.org for more information.

WHO WINS?

Day One will convene a review panel to judge the advertisements. The review panel will select two finalists and one winner.

WHAT DO I WIN?

WINNERS

- ☞ 3-4 ad finalists will be posted on Day One's website. They will have the opportunity to be seen and voted on by your peers. The ad with the most votes will receive one first place ballot on our voting panel for the winning ad.
- ☞ The winning ad will be aired on FOX Providence and several Cox Cable stations throughout the month of April.
- ☞ First place team will receive \$500.00
- ☞ Second place team will receive \$200.00
- ☞ Third place team will receive \$100.00

ALL FINALISTS

- ☞ All finalists will receive an invitation to attend the Your Voice, Your View press event.

ALL PARTICIPANTS

- ☞ All participants will receive a certificate of participation.

EVERY AD MUST STATE THE FOLLOWING WITHIN THE ALLOTTED TIME

- ☞ We need your help to stop sexual violence. Be part of the solution.
- ☞ To get involved visit dayoneri.org or call Day One at (401) 421-4100.

THE FINE PRINT

- Ads cannot contain copyrighted material. Ads must have been written and produced by the contestants. Ads may not include music, lyrics, or other licensed materials that have been previously published or are pending publication.
- Contestants must agree that Day One may edit their ad, publish their name(s) and may use both in future advertising campaigns and/or marketing materials. Contestants relinquish all publishing rights.
- Contestants agree to make every effort to be available for a press event announcing winners, and if not able to participate, agree to have their name and video ad submission presented at the event announcing the winning entries.
- Day One is not responsible for any lost, delayed, damaged, misdirected, or illegal submission. No entries will be returned.
- Day One may disqualify any entry based on content and/or production.
- All costs associated with making and submitting an advertisement are the contestant's responsibility. Day One will not reimburse or be responsible for any residuals or costs incurred in the making or submission of an entry.
- Employees of Day One and their immediate families are not eligible to win. Volunteers of Day One may participate.

HOT TIPS

- Be creative! Judges will be looking for creativity and relevance in communicating a message to teens to educate them about sexual violence prevention.
- You can submit multiple entries, but only one winner will be selected.
- While it is acceptable to have adult guidance and supervision in the project, this contest is for teens. Adults should be consultants only.
- See the "tips" handout for some helpful professional sound message and recording techniques.

TAILOR YOUR MESSAGE

Ideas, behaviors, experiences and environments may lead a person to become sexually violent. This contest supports national trends by urging participants to think about the root causes of sexual violence and to stop sexual harassment before it starts. Analyzing and changing attitudes and behaviors is one step in this direction. Peers can influence behavior by showing positive attitudes as vehicles to encourage respectful behaviors and interactions. Look over the handout on "Myths, Misconceptions, and Facts About Sexual Harassment" and "Preventing Sexual Violence" for ideas on what to address in your ad.

AUDIENCE

Think about the problem of sexual harassment/sexual assault and present a solution. The goal of your ad is to show guys and girls as positive role models taking a stand against sexual violence and attitudes that encourage it. How do you want to communicate your message? Think about your audience. Do you want to reach a person who may potentially sexually harass his date, an acquaintance, or a stranger? Do you want to reach or influence bystanders? How can you encourage positive behavior? Tailor your message to the audience you want to reach.

STOPPING VIOLENCE BEFORE IT STARTS

Remember, your ad should focus on stopping violence before it begins. Be careful not to address what happens after sexual harassment takes place.

For more information about the contest or on sexual violence prevention visit www.satrc.org.

For more tips on filming: http://en.wikipedia.org/wiki/Cinematic_techniques

Created by Day One (2008) Day One thanks and credits Illinois Coalition Against Sexual Assault (ICASA) for their support and materials.