




NATIONAL VOICES FOR EQUALITY  
EDUCATION AND ENLIGHTENMENT



**PUBLIC SERVICE ANNOUNCEMENT (PSA)**

**CONTEST**

Peace for a Day® / Not On My Watch® Anti-Bullying Campaigns

**THEME: Erase Bullying and School Violence**

**Bullying? Teen Suicide? NOT ON MY WATCH!**

*Visit [www.NVEEE.org](http://www.NVEEE.org) to learn how YOU can make a difference!*

# Public Service Announcement (PSA) Contest Submission Information

National Voices for Equality Education and Enlightenment, Inc.

P.O. Box 23837

Fort Lauderdale, FL 33307

954.561.2626

[www.NVEEE.org](http://www.NVEEE.org)

[NotOnMyWatch@NVEEE.org](mailto:NotOnMyWatch@NVEEE.org)

**BULLYING IS NOT JUST AN ACTION; IT IS INACTION AS WELL**  
**--Jowharah Sanders**

# SCHOOL | NON-PROFIT | GROUP INFORMATION

SCHOOL DISTRICT: \_\_\_\_\_

SCHOOL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE ZIP: \_\_\_\_\_

# ADVISOR | TRUST COUNSELOR | AGENCY INFORMATION

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

# STUDENT NAMES AND GRADES

*Please attach a separate sheet if needed*

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

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NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

NAME: \_\_\_\_\_ GRADE: \_\_\_\_\_

# SUBMISSIONS

RADIO PSA

RADIO FORMAT: \_\_\_\_\_

TELEVISION PSA

TV FORMAT: \_\_\_\_\_

ENTRIES MUST BE RECEIVED BY OCTOBER 20, 2011 AT:

NVEEE | NOT ON MY WATCH CAMPAIGN

PO BOX 23837, FORT LAUDERDALE, FL 33307

Website: [www.NVEEE.org/NotOnMyWatch](http://www.NVEEE.org/NotOnMyWatch)

Email: [NotOnMyWatch@NVEEE.org](mailto:NotOnMyWatch@NVEEE.org)

Phone: 954.561.2626

2010-2011  
PUBLIC SERVICE  
ANNOUNCEMENT (PSA)  
CONTEST  
RULES AND GUIDELINES



**Acceptable Themes:** Anti-Bullying. Bystanders. Speaking Out. Peace. Acceptance. Tolerance. Making a Difference.

Entries must have a positive message, encouraging others to neither stand by nor take part in bullying activities or violence.

**Eligibility:**

Contest is open to public, private or home-schooled students in grades K-12, as well as college freshman through seniors. Schools are encouraged to hold an internal contest to determine which radio and TV entries will be submitted. *Don't worry, if you don't win the first time around because you will have three more chances to reevaluate your work, perfect it, and re-submit updated or brand new material.*

**Entry Requirements:** Each entry must include a completed Submission Form, a completed Parent/Guardian. Consent Form for each student and a PSA in one of the acceptable formats listed below.

**Format/Length:** PSA's should be **60 seconds** or less in one of the following mediums:

**TV:** DVD, digital videotape (DV), flash (thumb) drive, written script or storyboard.

**Radio:** CD-ROM with WAV, MP3, AFF or PCM files, written script or storyboard.

**Contest Dates:**

- October 20, 2010 – December 17, 2010
- April 4, 2011 - June 10, 2011
- January 3, 2011 - March 11, 2011
- July 5, 2011 - October 20, 2011

**QUARTERLY DEADLINE DATES:**

**December 17, 2010 | March 11, 2011 | June 10, 2011 | October 20, 2011**

Entries must be received by the dates listed above at [NotOnMyWatchContest@NVEEE.org](mailto:NotOnMyWatchContest@NVEEE.org) or by mail at:

NVEEE /Not On My Watch  
P.O Box 23837, Fort Lauderdale, FL 33307

**Award:** The highest-scoring radio and TV entries will be nationwide winners and will get to professionally produce their PSAs, to be aired on TV or radio stations throughout the United States. Regional winners will be invited to present their PSAs at Media Literacy Seminars in Pittsburgh, Philadelphia and State College in late April/early May 2011.

**Prohibitions:** Submissions must be original and may not use or refer to any copyrighted or trademarked characters, language or products (e.g., comics, TV characters, brands).

**Rights:** All submissions become the property of NVEEE and will not be returned. By submitting a PSA, all entrants grant the sponsoring agencies a non-exclusive license to reproduce, prepare derivative works and publicly display and distribute the project on television, radio, the Internet and at media literacy conferences.

**Judging:** Scores will be based on: 1) originality, sincerity, 2) technical viability - can the concept be produced for a statewide audience and 3) persuasion - does the PSA encourage others to make a difference.

**Questions:** Visit our website at [www.NVEEE.org/NotOnMyWatch](http://www.NVEEE.org/NotOnMyWatch) for submission materials or email us at [NotOnMyWatch@NVEEE.org](mailto:NotOnMyWatch@NVEEE.org). Information on how to create a TV or radio PSA can also be found online.