



## 2006 Youth-Led PSA Competition *Announcement*

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### **The Underage Drinking Prevention and Social Marketing Project**

*Enforcing Underage Drinking Laws through a Statewide Marketing Campaign*

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My name is Matt Smith and I am the Underage Drinking Prevention Specialist with the West Virginia Prevention Resource Center (PRC). I am very happy to announce the opening of the 2006 youth-led public service announcement competition. What follows is the official announcement of the competition, as well as the necessary application forms.

#### **Overview**

This is the 5<sup>th</sup> year of youth-led public service announcements in West Virginia. The project is funded by The Office of Juvenile Justice and Delinquency Prevention's *Enforcing Underage Drinking Laws* program, which is administered in West Virginia by the Division of Criminal Justice Services. In this program, teams of youth from around the state develop scripts for Public Service Announcements and plans for action against underage drinking, which are then judged by a team of media and prevention professionals. The winners will come to Charleston to produce their PSAs, which will then be distributed across the state.

While the scripts **MUST** be developed by the team members (NOT by the adult sponsors), the teams will have help developing their action plans from both their local Community Development Specialist (CDS) and other local groups working on underage drinking prevention. A list of Community Development Specialists by region is located at <http://www.prevnet.org/cds/areamap/>. If you do not have access to the internet, please call me at 746-2077 (extension 25); I will give you the contact information for your CDS. Your CDS will put you in contact with local groups working on underage drinking prevention, who will work with your team and your sponsor to develop an appropriate plan of action.

After the winners are announced in November, selected teams will come to Charleston to fine-tune their scripts and to tour the radio and television production facilities. Then, during the week of December 4<sup>th</sup> the selected teams (and sponsors) will come back to Charleston for two days (all expenses paid) to film their PSAs and attend a special reception.

After the competition, the teams return to their communities and begin taking action against underage drinking at the local level, guided by their action plan. The PSAs will be distributed statewide in early 2007.

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The Underage Drinking Prevention and Social Marketing Project at the *West Virginia Prevention Resource Center* is funded by *The Office of Juvenile Justice and Delinquency Prevention* Enforcing the Underage Drinking Laws (EUDL) Grant Program administered by *The WV Division of Criminal Justice Services*. Additional information about the Underage Drinking Prevention and Social Marketing Project is available at [www.prevnet.org](http://www.prevnet.org) or by calling Matt Smith at -746-2077 ext 25.

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## Timeline

5:00 PM	October 6 <sup>th</sup> , 2006:	Announcement of Contest
5:00 PM	November 3 <sup>rd</sup> , 2006:	Contest Closing Date
All Day,	November 15 <sup>th</sup> , 2006:	Notification of Contest Winners
Week of	November 20 <sup>th</sup> , 2006 <sup>1</sup> :	First Trip to Charleston
Week of	December 4 <sup>th</sup> , 2006 <sup>2</sup> :	Final Trip to Charleston
Month of	April 2007:	PSAs will be distributed statewide

## Eligible Participants

ALL West Virginia students at the middle or high school level are eligible to participate. Teams of 3-5 will work on their scripts together. NO solo projects are allowed. More than 3-5 students may work together to develop their scripts, but no more than 5 students will travel to Charleston for production. Each group must have 1 adult sponsor.

## Application

Use the attached application form.

## Scripts

Scripts should be developed for 30 second long announcements. Fill out the **Draft Script** form. Feel free to make copies if more space is needed. There are 7 examples attached- you can view/hear these announcements at <http://www.prevnet.org/ru21/ycm.asp>. Call Matt Smith at 746-2077 x25 if more information is necessary.

## Action Plans

All groups should submit plans for **at least six months** of action, with that action beginning in January 2007. There is no form for an action plan, as each group's activities will be unique to their areas and situation. Examples of local, youth-led action could be rallies, alcohol-free parties, and participation in the local prevention partnership. Be creative! Use all of the resources available to you, your CDS, your local prevention partnership, your school or homeschool association, ministerial association, or anything else you can think of! The important thing here is to have a plan for *involvement*.

## Script Work and Tour of the Production Facilities

Groups selected to produce their PSAs will come to Charleston during the week of November 20<sup>th</sup> (exact date will be announced when the winners are selected) to tour the production facilities, meet with media and prevention professionals, and work on their scripts. This meeting is required, though every member of the group does not have to attend. At the very least, the producer and adult sponsor **must** be at this meeting.

## Production and Special Reception

Production will occur over two consecutive days during the week of December 4<sup>th</sup>. (These two days will be announced when winners are selected.) Radio production will occur on one day and television production will occur on another. There will be a special reception honoring those selected on the final day of production.

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<sup>1</sup> Participants will come to Charleston for 1 day during the week to tour the studios and work on their scripts.

<sup>2</sup> Participants will come to Charleston for 2 days during this week to film their scripts and attend a reception.

## **Workshops for Parents and Adult Sponsors**

During production, parents and adult sponsors will not be left out! There will be presenters brought in to offer workshops on how adults can facilitate youth leadership in their communities. This is a unique opportunity for sponsors to learn how to support civic engagement by young people in a relaxed atmosphere.

## **Example Scripts**

(Announcements can be found at <http://www.prevnet.org/ru21/ycm.asp>)

### **Underage Drinking and Social Marketing Project Putnam/Wayne “Subliminal Messages”**

Announcer:

In our campaign to reduce alcohol consumption by underage individuals we have elected to implement the technique of subliminal advertising. It has been empirically quantified that the use of subliminal messages greatly increases the effectiveness of tv and magazine advertisements. An unconscious sense of disruption and misdirection may explain the effectiveness of subliminal messages.

Subliminal messages:

Don't drink!

It's bad!

Don't be stupid!

\*someone else says\* do you think it will work?

A message from OJJDP

Underage drinking is not a minor problem. 21 means 21!

**Underage Drinking and Social Marketing Project  
Raleigh County  
“What’s your life worth?”**

Opening-Siren blaring

Paramedic- "Single car accident-17 yr. old male - Estimated time of arrival- 2 minutes."

Nurse 1- "Multiple injuries, doctor. 17 yr.-old male - Yes, presence of alcohol is detected."

Nurse 2- Looks like a D.O.A.

Nurse 1- I feel sorry for the parents with the cost of insurance, the car and the hospital bills.

Nurse 3- Yeah, and the cost of their son’s funeral.

Paramedic- What’s your life worth?

A message from OJJDP

Underage drinking is not a minor problem. 21 means 21!

**Underage Drinking Prevention and Social Marketing Project  
Tucker County  
“21 means 21—Deal with it!”**

Parents, do you really know what’s going on with your children these days?

Are they at a friend’s, the movies, or getting drunk?

You may have no clue.

Take it from us students; we do know what kids are doing.

So parents listen up and don’t lose control of your children.

Or it could be too late.

And remember—21 means 21. Deal with it.

**Alumni**  
**Underage Drinking Prevention & Social Marketing Project**  
**“Do you want to know more?”**

Video	Audio
<p>(in color)  Packing up the Jeep with cooler in hands</p> <ul style="list-style-type: none"> <li>• (freeze frame – fade to b/w)  (white letters) 6 in 10 Motor Vehicle Traffic Deaths during Prom and Graduation Weekends in 2000 were alcohol related</li> </ul> <p><i>Mother’s Against Drug Driving</i> <a href="http://www.madd.org/stats">http://www.madd.org/stats</a></p>	<p>6 in 10 Motor Vehicle Traffic Deaths during Prom and Graduation Weekends in 2000 were alcohol related.  (staring car – screeching tires)</p>
<p>(in color)  Floating in pool</p> <ul style="list-style-type: none"> <li>• (freeze frame – fade to b/w)  (white letters) 12 million <u>underage</u> U.S. college students drink enough to fill 3,500 Olympic sized swimming pools with alcohol each year</li> </ul> <p><i>Mother’s Against Drug Driving</i> <a href="http://www.madd.org/under21">http://www.madd.org/under21</a></p>	<p>12 million <u>underage</u> U.S. college students drink enough to fill 3,500 Olympic sized swimming pools with alcohol each year.  (laughing - splashing in water)</p>
<p>(in color)  Student with pile of books looking distressed</p> <ul style="list-style-type: none"> <li>• (freeze frame – fade to b/w)  (white letters) 40% of academic problems on college campuses are alcohol related</li> </ul> <p><i>Mother’s Against Drug Driving</i> <a href="http://www.madd.org/under21">http://www.madd.org/under21</a></p>	<p>40% of academic problems on college campuses are alcohol related.  (clock ticking, books slamming, “uggh!”)</p>
<p>(in color)  Boy/girl struggling - girl falling down steps - hunched in corner of stairwell with shoulder of big guy in view.</p> <ul style="list-style-type: none"> <li>• (freeze frame – fade to b/w)  (white letters) Alcohol was involved in 95% of violent crimes on college campuses</li> </ul> <p><i>Mother’s Against Drug Driving</i> <a href="http://www.madd.org/under21">http://www.madd.org/under21</a></p>	<p>Alcohol was involved in 95% of violent crimes on college campuses.  (struggling, slapping, falling down, crying)</p>
<p>Blue Screen – white letters –  Do you want to know more?    <a href="http://www.prevnet.org/ru21">www.prevnet.org/ru21</a></p>	<p>Do you want to know more?    Check out <a href="http://www.prevnet.org/ru21">www.prevnet.org/ru21</a></p>
	<p>(One voice reading throughout)</p>

Stats found at <http://www.madd.org/under21/0,1056,1162,00.html>

**Huntington**  
**Underage Drinking Prevention & Social Marketing Script**  
**“Does this look like fun to you?”**

<b>Video</b>	<b>Audio</b>
<ul style="list-style-type: none"> <li>• Shows time in corner (11:00 am?)</li> <li>• Adult gives case of alcohol to kids outside waiting in car</li> </ul>	<ul style="list-style-type: none"> <li>• Adult dialogue: Here you go kids, have fun!</li> <li>• Passenger: They’re carding everybody</li> </ul>
<ul style="list-style-type: none"> <li>• The driver passes around beers to passengers.</li> </ul>	<ul style="list-style-type: none"> <li>• Passengers talking</li> </ul>
<ul style="list-style-type: none"> <li>• Shows time in corner (1:00 pm?)</li> <li>• Kids driving around show empty case, while laughing and having fun</li> </ul>	<ul style="list-style-type: none"> <li>• Listening to music</li> <li>• Woooooo! (Party sounds)</li> </ul>
<ul style="list-style-type: none"> <li>• One passenger throws up in backseat</li> <li>• Driver turns to look at person</li> </ul>	<ul style="list-style-type: none"> <li>• Driver: What is that? You better not be throwing up!</li> </ul>
<ul style="list-style-type: none"> <li>• Driver looks up</li> <li>• Sees pedestrian in front of car.</li> </ul>	<ul style="list-style-type: none"> <li>• Ahhhhh! (Screams!)</li> </ul>
<ul style="list-style-type: none"> <li>• Blank screen</li> </ul>	<ul style="list-style-type: none"> <li>• Screeching tires</li> <li>• Thump</li> </ul>
<ul style="list-style-type: none"> <li>• Shows time in corner (5:00 pm?)</li> <li>• Police officer bringing driver to police car.</li> <li>• Pedestrian covered up with white blanket being taken to ambulance.</li> <li>• Adult who gave the alcohol in background looking distressed &amp; confused.</li> </ul>	<ul style="list-style-type: none"> <li>• Sirens</li> <li>• Police officer narration: Does this look like fun to you? Providing alcohol to minors is a crime.”</li> </ul>

**Clarksburg**  
**Underage Drinking & Social Marketing Project**  
**“Talk with your kids—we’ll listen!”**

<b>VIDEO</b>	<b>AUDIO</b>
(Living Room) Parent and child sitting on couch	Talking to friend on the phone
(Kitchen) Parent sitting at table reading newspaper Child walks over and sits down at the table	(No talking) Clock ticking
(Car) Parent and child sitting in car with windows down At night	(No talking) Crickets Chirping
Statistic: 33% of WV youth reported parents had not discussed underage drinking	Say Statistic Then: “Talk with your kids—we’ll listen.”

**McDowell County**  
**Underage Drinking Prevention & Social Marketing Script**  
**“You can’t turn back the pages of life”**

<b>Video</b>	<b>Audio</b>
Shows the cover of a scrapbook with a picture of well dressed happy friends. Page turns.	Has music in the background
Shows teens playing baseball and they’re winning.	Fun crowds
Shows a baseball game but they’re not winning. Teen sees the baseball turn into a beer bottle. Page turns	Silence
Teen gets a test paper back. Teen gets an A.	Good job!
Teen gets a test paper that says D. The D flashes back and forth between a D and the word Drunk. Page turns	Ahh man!
Teens having fun at a party where they refuse alcohol	Laughing
Teens drunk at a party where they are not having fun because they accepted alcoholic drinks. Page turns	Arguing...throwing up noises
Shows hand trying to turn back page but it can’t. Words pop up on the screen that says, “Good thing these teens weren’t drinking. You can’t turn back the pages of life.”	Hand grunts. Narrator says the words, “Good thing these teens weren’t drinking. You can’t turn back the pages of life.”

### Application

Please fill in the information below and send it to Matt Smith at 100 Angus E. Peyton Drive, South Charleston, WV 25303. Applications **MUST BE RECEIVED BY 5:00 PM, NOVEMBER 3<sup>RD</sup>**. Postmarks by November 3<sup>rd</sup> will not count.

No email or fax submissions, please. If you have any question please contact Matt Smith at 746-2077 x25 or [smith905@marshall.edu](mailto:smith905@marshall.edu).

Producer Information	
Producer Name:	
Producer Home Address:	
	, WV
Producer Email Address:	
Producer Home Phone Number:	

Sponsor Information	
Producer Name:	
Producer Home Address:	
	, WV
Producer Email Address:	
Producer Home Phone Number:	

Crew Members	
Name	Email Address
Director:	
Writer(s):	
Editor(s):	
Actor(s):	
Public Relations:	

### Draft Script

(Add pages as needed- you do not need to use every box)

Our idea is for:	<input type="checkbox"/> Television or <input type="checkbox"/> Radio
Tagline/Slogan:	
Target Audience:	
Research/Support:	
PSA Idea:	

<b>Video/Scene/Location</b>	<b>Audio/Sound Effects/Dialogue</b>
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	
<b>4.</b>	
<b>5.</b>	

<b>Video/Scene/Location</b>	<b>Audio/Sound Effects/Dialogue</b>
<b>6.</b>	
<b>7.</b>	
<b>8.</b>	
<b>9.</b>	
<b>10.</b>	