

"Sex Has Consequences" Ad & Film Contest

CONTEST DEADLINE: February 29, 2008

**Washington County Teen Pregnancy Prevention Coalition
2008 Media Campaign Contest Guidelines:**

OFFICIAL CONTEST RULES: Washington County Teen Pregnancy Prevention Coalition (WCTPPC) Contest is open to residents of Washington County, Maryland, who are between 13 and 21 years of age as of February 29, 2008. For further guidelines regarding target audience, media message and goals please refer to the Ad & Film Contest flier. Contest entries can be received beginning October 29, 2007, and ending on February 29, 2008.

1. **How to Enter a Print Advertisement:** Create a print advertisement that sends a message about preventing teen pregnancy with the theme of "Sex Has Consequences" (art must be in high resolution - 300 dpi and submitted on a CD. Please supply as a high resolution pdf, eps, jpg or tif). Winner must submit original artwork that can be scaled in sizes up to 16 x 20.
2. **How to Enter a 30-second Video Advertisement:** Create a video advertisement that sends a message about preventing teen pregnancy with the theme of "Sex Has Consequences" (video must be 29 seconds and can only be accepted in the following formats--DVD (not data), Mpeg or Quicktime). For additional assistance in the process of creating a 30 second video please call 301-671-3000 & leave name and phone number.
3. **How to Enter a Short Film:** Create a short film to serve as an awareness tool that sends a message about preventing teen pregnancy with the theme of "Sex Has Consequences" (short film may be from 1 to 10 minutes in length and can only be accepted in the following formats--DVD (not data), Mpeg or Quicktime). For additional assistance in the process of creating short film please call 301-671-3000 & leave name and phone number.
4. **How to Enter a Radio Script:** Create a radio script that sends a message about preventing teen pregnancy with the theme of "Sex Has Consequences" (Radio script must be submitted in written format. A 30-second radio commercial must not be longer than 70 words.)
5. **Judging:** Representatives of the WCTPPC will judge entries on creativity, originality, clarity and suitability for publication. Their decisions on all matters are final.
6. **Prizes:** The winning advertisements may appear in local media venues (newspaper, magazine, billboard, television, radio). Prizes will be awarded in the name of the winner. Any federal, state and/or local taxes and all other expenses associated with the prize that are not explicitly stated herein are the sole responsibility of the winner. If the winner is a minor, then his/her parents/guardians will be responsible.
 - Print Advertisement – 1st \$500; 2nd \$250; 3rd \$100
 - 30-second Video – 1st \$750; 2nd \$500; 3rd \$250
 - Short film – 1st \$1000; 2nd \$500; 3rd \$250

➤ Radio Advertisement – 1st \$250; 2nd \$100; 3rd \$50

7. **Entry Information:** Label your entry submission with your name, address and phone number and send or deliver your advertisement, along with an official entry form to **WCTPPC, c/o United Way, 33 W. Franklin St., Ste. 203, Hagerstown MD 21740**. By entering entrants agree to abide by these rules and warrant and represent that their entry is their original work. Incomplete entries will not be eligible for judging. Sponsors reserve the right to alter materials for publication. All entries become the property of the Sponsors. Sponsors will not acknowledge receipt of entries. Entries will not be returned. Entries must be received by 5:00 p.m., February 29, 2008, either by mail or through delivery in person. Lost, late, illegible and postage-due entries are not eligible. Multiple entries are encouraged.
8. **Top Entries:** The top entries will be notified by phone, postal mail or e-mail within two weeks of judging and will be required to complete an Affidavit of Eligibility/Promotional Liability Release, which must be signed and received by WCTPPC within 14 days of date printed on notification, or an alternate entry will be selected.
9. **Special Note Concerning Group Entries:** Group submissions are permitted; however, all groups must identify one individual representative as the entry contact person. The group name should be written on the submission. If the submission is selected as a winner the prize money will be issued directly to the contact person. WCTPPC is not responsible for prize allocations beyond the payment to the individual representative listed.
10. **Conditions:** Entry constitutes permission to use the entrant's name, photograph and other likeness for the purpose of advertising, trade and promotion on behalf of all media venues without further compensation, unless prohibited by law. Entrant represents and warrants that the submitted PSA is an original, nonpublished work that does not infringe on the rights of any third parties. By entering, entrant transfers all rights, title and interest including copyright to the WCTPPC. Noncompliance with Official Rules will result in disqualification. All federal, state and local laws and regulations apply.
11. **Limitations of Liability:** By entering this Contest, entrant holds harmless all released parties, and Contest Sponsors, from any liability whatsoever for any claims, costs, injuries, losses, liability, actions or damages of any kind or in connection with: (1) entering the Contest, (2) acceptance of any prize or (3) anything related to the Contest and the awarding of prizes. Any and all claims relating to this Contest shall be governed by Maryland State law without regard to its conflict of law rules, and any proceedings regarding such claims must be conducted in Maryland.
12. **Questions Regarding this Contest or Above Guidelines:** Please contact Carrol Lourie, the WCTPPC Director, by calling 240-818-7555 or through email to: clourie@myactv.net