

Sexual Assault Awareness Campaign

Video PSA and Poster Contest

Rules and Guidelines

See your production on the big screen! Winning-videos will be played in Davis theaters throughout the coming year. Selected posters will be professionally reproduced and displayed at theaters, schools and other public areas.

Who can participate? 8th–12th grade students in DJUSD

Entry deadline: Monday, March 30, 2015.

What can I do? Produce an original video public service announcement (PSA) or poster.

Content: An educational message on the subject of preventing sexual assault and relationship violence among teens, including bystander awareness and actions they can take to prevent assault or violence.

1. Produce a video PSA:

Length: Exactly 25 seconds.

Format: See the attached NCM Specifications sheet for format guidelines

2. Create a poster:

Format: Any medium on paper either 8 ½" by 11" or 11" by 17". Submit original poster art in hard copy or PDF on thumb drive.

See the next page for more Rules and Guidelines.

The Sexual Assault Awareness Campaign (SAAC) is a grassroots coalition of Davis parents, educators and community partners focused on elevating awareness about sexual assault and teen relationship violence, while empowering youth to speak out against such violence.

Rules and Guidelines (continued):

- Participants may submit multiple entries in either or both category.
- Videos and posters should meet a PG-13 rating (to reach a broad theater audience).
- NO copyrighted material may be used including images, music, slogans or text. Copy-right laws that allow minimal use for educational purposes DO NOT apply to this project.
- May use public domain images, film clips and music, but MUST acknowledge in film credits or on face of poster.

Film Specifications

- Exactly 25 seconds, including a title page that includes student names and school.
- For format options refer to the NCM Specifications sheet in this packet.
- Keep images and/or text away from edges to allow for theater cropping.
- Avoid showing any commercial signs, logos or features that are readily recognizable -- this can cause a film to be unusable. (For example, no Starbucks cups or signs in the background.) **This may disqualify your video.**
- Submit on a flash drive labeled with your team leader's name and school.

Release Forms

Release of Intellectual Rights: Every participating student must submit a release form providing permission for the SAAC and sponsors to use their video or poster. This includes those who may provide original artwork or music as well as writers or producers. For **students under the age of 18** the form also needs to be signed by their parent or a legal guardian. Two versions are included: one for those under 18 years of age and one for those 18 and older.

Release of Image and Voice: Release forms are required from all people whose faces are recognizable and central to the shot or whose voice is featured in the video. (In public settings, people in the background do not need to sign a release.)

Questions? Contact Dawn Yackzan at dayackzan@gmail.com or see one of these teachers or counselors at school: Natalie Zehnder, DSHS; Michael Leahy, Emerson Jr. High; Cara Messmore, Da Vinci Charter Academy; Pam Eimers, Holmes Jr. High; Uta Russell, King High; Marvie Paulson, DSIS; or Natalie Trigilio, Harper Jr. High.

OR

Visit our website www.saacdavis.com and email us at saacinformation@gmail.com