

Metropolitan Drug Commission presents 2 Much/2 Soon Student PSA production competition to combat teen binge drinking

Overview

The Metropolitan Drug Commission and the Drug-Free Community Coalition is once again calling for entries for the second student production competition entitled **2 Much/2 Soon!** This year's contest will address the health and safety risks of binge drinking, defined as consuming five or more alcoholic beverages within a couple of hours.

High School students (public or private) in grades 9-12 are invited to produce a 15 or 30 second video advertisement or Public Service Announcement (PSA) targeted at reaching fellow teens with one or more of the following messages:

- Underage drinking is illegal and dangerous—not a rite of passage!
- Binge drinking can contribute to falls; traffic collisions, risky sexual behavior that can lead to sexually transmitted diseases (STDs), sexual assault and unplanned pregnancy; alcohol poisoning, seizures and even death.
- Binge drinking makes a person behave in ways they wouldn't normally behave. Even when the night is over, evidence of your embarrassing behavior may remain. Videos and photographs may be taken, then uploaded online or shared with peers via text message.
- Underage drinking can negatively impact your future (ex: colleges can rescind their admittance letter if you are arrested; an underage drinking citation will show up on your background check when you begin applying for jobs).
- Not everyone is doing it. In fact, most Knoxville teens **do not** binge drink (80 percent). You don't have to drink to seem cool or fit in with the crowd.
- Teens have the power to reject negative influences and make their own smart decisions. Alcohol does not have control over you.

The rules and instructions described in this packet for **2 Much/2 Soon** (also referred to as "the event") are designed for the fair and equitable treatment of everyone involved in the event. Contest rules and regulations do not replace or supersede, in any way, school system rules and/or regulations.

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Timeline & Instructions

1. Complete and return the *Initial Entry Form* by **Friday, February 10, 2012**. (Email to hsutton@metrodrug.org) **(EXTENDED TO FEBRUARY 24!)**
2. Follow all rules and regulations to write, direct and produce a PSA.
3. Submit entries no later than Friday, March 9, 2012. Be sure to include the following:
 - Project Submission Form

- Signed Student/Parent Forms for all team members and participants under 18.
- List of Cast and Crew
- The PSA entry on USB flash drive (.MOV format only) in highest possible resolution—labeled with Team Name and PSA Title.

Winners will be announced in May 2012.

Questions? Call Sarah Harder at (865) 588-5550 or email sharder@metrodrug.org.

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Background

The Health and Safety Risks of Teen Binge Drinking: Facts and Statistics

- Teen drinkers are more likely to suffer nerve damage in their brains than those who abstain from alcohol. Even occasional, moderate amounts of alcohol can be detrimental to the developing teen brain.
- Teens that drink before age 15 are four times more likely to develop alcohol dependence problems later in life.
- In 2009, 26 young Tennesseans under the age of 21 died in alcohol-related crashes.
- Other unintended side effects come into play when teens drink, such as falls, sexual assault, sexually transmitted diseases (STDs), unplanned pregnancy and alcohol poisoning.
- According to youth who drink, 65 percent say they get their alcohol from family or friends.

According to the 2011 Knox County Youth Risk Behavior Survey (YRBS), 31.5% of local high school students have used alcohol in the last 30 days. Of those teens, 19.3% say they participated in binge drinking (consuming five or more alcoholic beverages in one session). According to the Centers for Disease Control, approximately 90% of the alcohol consumed by those under the age of 21 is considered binge drinking. Risky behavior associated with underage drinking remains at unacceptable levels in Knox County with 20.7% riding in a car with an impaired driver; 7.7% driving after drinking; and 31.2% using alcohol and/or other drugs before their last sexual intercourse.

Prizes

Finalists will be announced in May 2012. All entries will be submitted via YouTube, Facebook, Twitter and other applicable websites for online voting by the community at large. Finalists also will be shown on local television with a call for votes. The winning entry will be broadcast in regular rotation that summer.

The **winning team** will receive:

- \$100 iTunes gift card for each team member (maximum of 5)
- An iPad for the team's teacher sponsor for classroom use.

The **2nd place team** will receive:

- \$50 iTunes gift card for each team member (maximum of 5)
- \$250 Office Depot gift card for the team's teacher sponsor toward the purchase of materials for classroom use.

3rd, 4th and 5th place teams will receive honorable mention and a pizza party for their class.

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Rules & Regulations

1. To participate in the event, all contestants must be residents of Knox County and attend a school (public or private) in Knox County/Knoxville, in grades nine (9) through twelve (12)
2. To enter, participants must adhere to all school system rules and regulations.
3. The finished product must be worked on and completed by students.
 - A. Teachers and adult coaches may provide written or verbal guidance but are prohibited from production activities.
 - B. Parents: Please encourage your children. However, please refrain from involving yourselves in the development and production of the audio visual materials.
4. Criteria for Acceptance:
 - A. All entries must be suitable for viewers of all ages.
 - B. All labels, logos or brand names appearing on t-shirts, cans, bottles or other items featured in the production must be covered, hidden or facing away from the camera.
 - C. All entries must be in English or with English subtitles.
 - D. All entries must be either 15 or 30 seconds in length and submitted on USB flash drive in high resolution .MOV movie format.
 - E. All entries must be submitted with the completed Project Submission Form and a list of Cast and Crew.
 - F. All teams must be no more than five (5) members. However, there is no limit on how many teams a school can field.
 - G. All participants 18 and under must submit Student/Parent Forms with Parent/Guardian Signature.
 - H. Participants must possess rights to all music used, or the team must be able to submit proof that the music used is within the public domain.
 - I. Content of materials should speak positively to people of diverse backgrounds and provide strong role models for both males and females.
5. Criteria for Non-Acceptance:
 - A. Nudity and profanity will not be accepted in any form.
 - B. Excessive or gratuitous violence.
 - C. Content that advocates and/or supports racial, cultural, religious or gender bias.
 - D. Overt and/or intentional product placement (i.e. t-shirts with product logos; bottles or cans with brand name visible on camera)
 - E. The judges have the right to reject any material that may be deemed offensive for any reason.
6. PSA entries must be submitted on USB flash drives in high resolution .MOV movie file format. Entries will not be accepted in any other format. USB flash drives should be labeled with team name and PSA title.
7. PSAs must be either 15 or 30 seconds in length, and content should aim to educate teens with one or more of the following messages:
 - Underage drinking is illegal and dangerous—not a rite of passage!
 - Binge drinking can contribute to falls; traffic collisions, risky sexual behavior that can lead to sexually transmitted diseases (STDs), sexual assault and unplanned pregnancy; alcohol poisoning, seizures and even death.
 - Binge drinking makes a person behave in ways they wouldn't normally behave. Even when the night is over, evidence of your embarrassing behavior may remain. Videos and photographs may be taken, then uploaded online or shared with peers via text message.

- Underage drinking can negatively impact your future (ex: colleges can rescind their admittance letter if you are arrested; an underage drinking citation will show up on your background check when you begin applying for jobs).
- Not everyone is doing it. In fact, most Knoxville teens **do not** binge drink (80 percent). You don't have to drink to seem cool or fit in with the crowd.
- Teens have the power to reject negative influences and make their own smart decisions. Alcohol does not have control over you.

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Initial Entry Form

Team Name: _____

School Name: _____

Teacher/Adult Coach Name: _____

Phone #: _____ Email: _____

Team Captain/Primary Student Contact: _____

Mailing Address: _____

City/State/Zip: _____

Phone #: _____ Email: _____

Secondary Student Contact: _____

Phone #: _____ Email: _____

Please list the **names and ages** of all team members:

1. _____

2. _____

3. _____

4. _____

5. _____

By submitting, the teams and individuals listed above hereby allow the Metropolitan Drug Commission and the school system the right to exhibit the audio visual materials for the express purpose of marketing, promotions and fundraising with the understanding that, aside from prizes listed in this packet, no further compensation will be awarded for use of materials submitted.

Complete and return the Initial Entry Form (this page only) by **no later than Friday, February 10, 2012** **(EXTENDED TO FEBRUARY 24!)**. Initial Entry Forms may be emailed to hsutton@metrodrug.org with the subject line **2 Much/2 Soon** or mailed to:

2 Much/2 Soon
c/o Metropolitan Drug Commission
4930 Lyons View Pike
Knoxville, TN 37919

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Student / Parent Form

****Please note: All minors (under 18) participating in the production of the PSA entry must submit parent permission. This includes principal team members as well as cast and crew.***

Student Name: _____

Parent/Guardian Name: _____

Phone Number: _____

Email: _____

Address: _____

City/State/Zip: _____

School Name: _____

Team Name: _____

Emergency Contact: _____

Phone Number: _____

By signing below, the teams and individuals hereby allow the Metropolitan Drug Commission and the school system the right to exhibit the audio visual materials for the express purpose of marketing, promotions, fundraising and education with the understanding that, aside from prizes listed in this packet, no further compensation will be awarded for use of materials submitted.

I have read the information provided about 2 Much/2 Soon and consent to my child's participation. **FURTHERMORE**, I give consent for the use of my child's image in possible photos or other media coverage of this project.

STUDENT NAME: _____

PARENT/GUARDIAN NAME: _____

PARENT/GUARDIAN SIGNATURE: _____

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Project Submission Form

School Name: _____

Address: _____

City/State/Zip: _____

Team Name: _____

PSA Title: _____

Teacher/Coach Name: _____

Primary Contact: _____

Phone #: _____

Email: _____

Secondary Contact: _____

Phone #: _____

Email: _____

Submit entries **no later than Friday, March 9, 2012**. Please include:

- Project Submission Form
- Signed Student/Parent Forms for all team members.
- List of Cast and Crew
- The PSA entry on USB flash drive in high resolution .MOV movie format—labeled with Team Name and PSA Title.

All entries should be mailed or delivered to:

2 Much/2 Soon

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Knoxville, TN 37919

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