



PRESS RELEASE

For Immediate Release

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Underage Drinking Prevention PSA Contest "21 Means 21"

Hagatna, Monday, February 21, 2011- YOUTH FOR YOUTH LIVE! GUAM in partnership with Department of Youth Affairs, Department of Mental Health & Substance Abuse (Prevention & Training Branch) and the Stations of the Sorensen Media Group is pleased to announce the "Video PSA Challenge," an island wide peer-led public service announcement (PSA) video competition to help spread the word that "21 Means 21".

Overview

The PSA Challenge will identify and reward the island's best student-led, PSA projects with focus on Guam Public Law 30-156 (Guam's Underage Age Drinking Laws) – to view this law, please visit www.peaceguam.org. Guam's middle schools, high schools, and college and university students are invited to enter the contest by submitting their PSAs to the Sorensen Media Group. The best projects (based on creativity, originality, message and overall presentation) will be selected.

Contest Background

In this contest, teams of youth from around the island develop Public Service Announcements, which are then judged by a team of media and prevention professionals for CASH prizes. After the winners are announced, selected teams will be able to fine-tune their scripts and produce their PSAs to run as part of a prevention campaign that will run through the end of the year.

Timeline

- February 2011 – April 2011 – Promotional activities
- Monday, May 9, 2011 – All Submissions (Applications and DVD's) due to Sorensen Media Group
- Monday, May 16, 2011 – All submissions uploaded to the One Nation facebook site, and People's Choice voting runs for one week until Monday, May 23 when all Winning teams are announced
- Monday, May 23, 2011 – Winning teams announced
- June 2011 – Winning teams produce and edit PSA's to air on all SMG stations
- July – December 2011 – Winning piece airs on all SMG stations
- Winning piece and professionally edited piece will be provided to Youth for Youth LIVE! Guam and DYA for use at their discretion, and possible airing of the video piece nationally at conferences, etc.

Eligible Participants

ALL Guam students at the middle school, high school or college level are eligible to participate. Teams will need to fill out the entry and registration form and are required to creatively include in their video, references to Guam Public Law 30-156 (copies of the law will be made available along with the Entry and Registration forms). Teams of 4-6 students should work on their scripts together. NO solo projects are allowed. More than 4-6 students may work together to develop their scripts. Each group must have 1 (but no more than 2) adult Advisor(s).

For more information, download the application and the PSA contest guidelines on www.peaceguam.org or visit www.onenationguam.com.

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