My body, My Future Video Contest

The Knox Adolescent Pregnancy Prevention Initiative (KAPPI) is calling for entries to a public service announcement (PSA) video competition.

Knox County youth and young adults (under age 20) are invited to produce a 30 second video advertisement targeted at teens. PSA’s should promote healthy sexual choices and include one of the following messages:

1. Not everyone is doing it. Choosing to wait is a healthy choice.
2. Sex is serious. Make a plan. Serious consequences of sex include unplanned pregnancy and sexually transmitted diseases
3. Teens can make smart decisions
4. Respect Yourself, Protect Yourself Teens who choose to be sexually active can take care of their health. Birth control and STD testing services are confidential
5. B Aware B4 U Go There: Get educated and informed about the risks. Small choices now can make a huge impact on your life.

Guidelines:
All entries will be submitted via You Tube for online voting by the community at large. The entry with the most votes wins! Entries will also be posted on the new MyBodyMyFuture.com website.

Rules:
1. We want PSA’s generated by teens, for teens. If you work in a group, all members of the group must be under age 20, except for the adult advisor.
2. No more than 5 team members are permitted per team, however, a sponsoring organization can field several teams.
3. Team members must live, work, learn, play or pray in Knox County, TN
4. Your PSA’s should be medically accurate. If you use medical information, you should be able to tell us where you got it from and be confident that it is correct. We will be glad to help you with this.
5. Absolutely no profanity or nudity. No content that advocates or supports racial, cultural, religious or gender bias.
6. No scare tactics please! Young people deserve better.
7. Your PSA should not diminish the capabilities, potential or hard work of those who do become teen parents. Nor should your PSA promote stigma against those infected with sexually transmitted diseases.
8. Participants must sign a release form. Participants under age 18 must have a parent/guardian signature.
9. Final PSA entries must be submitted on USB Flash drive (mp4 format only) in highest possible resolution

Suggestions:
- Keep in mind your target audience, teenagers.
- Include a definite call to action
- Teens respond well to messages that are empowering, that promote positive values, and that recognize their hopes and dreams
- Light hearted is fine, ridicule is not
- Testimonials and personal experience are great!
- Positive peer pressure can be effective

Technical Assistance: The University of Tennessee College of Communications is offering tips and training on creating a winning PSA. To schedule a training, call Terri Geiser at 215-5547 or email terri.geiser@knoxcounty.org

Prizes:
Each entry we receive a $20 gift card.
1st Place: an iPad (or $500 divided among team members), plus $250 for the sponsoring organization
2nd Place: an iPod (or $350 divided among team members)
3rd Place: a Wii (or $200 divided among team members).

Deadline for Initial Entry Forms: Friday, March 30
Deadline for Final Submissions: Friday, May 4
Click here for the Entry Form
Click here for the Permission Form

Questions? Contact: Judy Roitman 215-5545 or judith.roitman@knoxcounty.org

About Us:
The mission of KAPPI is to prevent adolescent pregnancy through a comprehensive, community wide collaborative effort that promotes abstinence, self respect, and responsible decision making about sexuality and other health issues. KAPPI is a non-profit 501(C)3 organization. For over 20 years KAPPI has worked with the Knox County Schools, the Knox County Health Department and community organizations. Our activities include the Baby Think It Over Program, the T-TOPS conference for pregnant and parenting teens, and our new website mybodymyfuture.com.
My Body, My Future
PSA Contest
Initial Entry Form
Read the Rules

Team Name: ____________________________________________

Team Captain/Primary Contact: ____________________________

Phone______________________  email ______________________

Address:  ______________________________________________

Teacher/Advisor Name:  __________________________________

Phone______________________  email ______________________

Please list the names and ages of all team members:

1.  _________________________________________________+

2.  ________________________ _________________________

3.  ________________________ _________________________

4.  ________________________ _________________________

5.  ________________________ _________________________

By submitting this form, the teams and individuals listed above hereby allow KAPPI and the Knox County Health Department the right to exhibit the audio visual materials for the express purpose of education, 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 no later than March 30, 2012
To judith.roitman@knoxcounty.org, fax: 215-5553.
Call 215-5545 for more information.
My Body, My Future
PSA Contest
Permission Form

Contestant Name: ____________________________________________

Parent/Guardian Name: _______________________________________

Phone______________________  email __________________________

Address:  ___________________________________________________

Team Name: ________________________________________________

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Knox County Health Department the right to exhibit the audio visual materials for the express
purpose of education, 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. Furthermore, I give consent for the use of my/my child’s image in photos or other
media coverage of this contest.

Complete and return no later than May 4.
To judith.roitman@knoxcounty.org, fax:  215-5553.
Call 215-5545 for more information.