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## Youth Voice & Vision Video Competition for Cobb County Area Students

Entries should address one of two topics:

1. The problem with adults providing alcohol to youth under 21
  2. How youth can use *Sources of Strength* to change attitudes about youth using alcohol
- \*PSAs should not address underage drinking and driving**

Proudly hosted by Cobb Alcohol Taskforce & Cobb County School District's Prevention Intervention Center.  
Funding provided by the Cobb County Commission on Children and Youth.

### Entry requirements and rules:

- Who:** 6 - 12th grade students from schools or community groups based in Cobb County, GA  
**What:** 30, 60 or 90 second PSA – Public Service Announcement  
**Why:** Use youth artistic talent to increase effective messaging to prevent underage drinking & promote youth *Sources of Strength*  
**When:** February 1 – March 30, 2012 (deadline for submitting entries is 5:00 PM March 30, 2012)  
**Judging:** Panel of judges and online views will be counted from April 1st - April 13th until 5:00 PM  
**How:** Create a free SchoolTube account under your school/community group before uploading entry
1. Log in at [www.SchoolTube.com](http://www.SchoolTube.com).
  2. Click the UPLOAD button at the top of the webpage
  3. Follow the simple steps below when prompted to ensure entry into the contest
  4. Fill in Title, Description & use the Tag: Sources
  5. Accept terms & conditions then select file and upload your video in one of the formats listed
  6. Download, complete, sign and submit [entry form](#) & [media release form](#) along with a copy of video entry in DVD format to Jeff Inman at 514 Glover St., Marietta, GA 30060

**That's it, good luck! Having trouble? Contact [jeff.inman@cobbk12.org](mailto:jeff.inman@cobbk12.org)**

### Rules:

- Video entries must address one of 2 topics (one topic per entry); 1) The problem with adults providing alcohol to youth under 21 or 2) How youth can use Sources of Strength to change attitudes about youth using alcohol
- Video must not depict alcohol or other risky behaviors as favorable, nor be glorified or portrayed in a positive fashion. All copyright regulations must be followed. Signed entry and media release forms must accompany submissions by the deadline in order to be judged. Videos should not address drinking and driving.
- Video entries must be uploaded to School Tube and additional DVD copy of entry must be submitted by mail

### Judging:

- Each video will be subject to a 3 judge panel critique based on originality & creativity (30%), communication of message (30%) & overall appeal (40%)
- There will also be a School Tube Viewer's Choice award - Entry with the most online views.

### Prizes:

- Top 3 entries in each of 2 categories and Viewer's Choice award; \$300 for 1st prize, \$200 for 2nd prize, \$100 for 3rd prize, & \$300 for Viewer's Choice award (one prize per entry)
- Winning videos will be posted on various websites & air on local broadcast TV channels, Cobb Government TV23 & CobbEd TV24
- Winners will be honored at a public celebration event in April 2012, date TBA

For more information please contact Jeff Inman at [jeff.inman@cobbk12.org](mailto:jeff.inman@cobbk12.org), or visit [www.schooltube.com/user/source](http://www.schooltube.com/user/source)