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Cobb Alcohol Taskforce Sponsors Public Service Announcement Contest for Cobb Area Students

January 12, 2012, Marietta, GA – The taskforce will also sponsor a Public Service Announcement Contest for Cobb area students in conjunction with Cobb County School’s Prevention Intervention Center. Funding is being provided through Cobb County Commission on Children and Youth. Students in grades 6th through 12th who represent student/school/community groups based in Cobb County can submit student-produced PSAs. Submitted PSAs need to be 30, 60, 90 seconds long and provide effective messaging addressing the problem of adults providing alcohol to minors. This is great way for youth organizations to raise funds while creatively spreading an important message to prevent underage and youth binge drinking.

Each video will be subject to a three judge panel critique based on originality and creativity (30%), communication of message (30%) and overall appeal (40%). There will also be a SchoolTube viewer’s choice award. The top 3 finalists and viewer’s choice award will receive cash prizes: \$300 for 1st prize; \$200 for 2nd prize; \$100 for 3rd prize, and \$300 for viewer’s choice award (one prize per student/school/community group). Winning videos will be posted on various websites and air on local broadcast TV channels, Cobb Government TV23 and CobbEd TV24.

The contest begins on February 1, 2012 and The deadline to submit entries is 5:00pm December 3, 2010. Viewers can begin viewing and voting for the videos during the week of December 6 -10, 2010 with final view by December 10, 2010. Winners will be announced in early 2011. For more information, visit www.cobbk12.org/preventionintervention/videocontest.htm.

About the Cobb Alcohol Taskforce - Cobb Alcohol Taskforce is an alliance of individuals and organizations which mobilizes and challenges Cobb County adults to reduce underage drinking and youth binge drinking, by advancing strategic enforcement, policy and education goals. To learn more, visit www.cobbat.org or call 770-861-5758.

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