

# stop the swerve

## PSA & Billboard Challenge

Presented by the Office of  
District Attorney Anthony D. Gulluni

### Public Service Announcement Guidelines

#### \*\*\*\*\*REQUIREMENTS FOR SUBMISSION\*\*\*\*\*

- Deadline for Submission is March 21, 2019;
- All entries must have a "title slide" in the video that identifies the name of the PSA;
- All entries must be submitted on DVD, CD, flash drive or email;
- The disc, flash drive, or email must be labeled with the name of the school and the title of the PSA.

#### Winning PSA video(s) will:

- be submitted for broadcast on a local television station;
- be showcased at an event in their community;
- be shown at the April 4, 2019 event at the Basketball Hall of Fame.

#### Submitted and eligible PSA videos will:

- be broadcast online and on social media
- be recognized at the April 4, 2019 event.

### Content limitations

#### PSA entries CANNOT include:

- Copyrighted music (original music accepted), clips from movies, television shows or music videos, profane language, nudity, sex, weapons or depict excessive violence, reference any commercial product or advertiser, have actors wearing clothing with logos or any other commercial reference, depict scenes of substance abuse or sexual activity or should not identify the school district or town through clothing, signage or logos.

PSA entries must contain **ONLY ORIGINAL IDEAS** and communicate the dangers of impaired driving. Videos should be inclusive in terms of gender and sexual orientation and should communicate a message about safety.



Over \$15,000 in prizes  
awarded to winning  
entries.

### Billboard Guidelines

#### \*\*\*\*\*REQUIREMENTS FOR SUBMISSION\*\*\*\*\*

- Deadline for Submission is March 21, 2019;
- All submissions must be landscape (horizontal) orientation.

#### Winning Billboard will:

- be displayed on a billboard in Hampden County
- be broadcast online and on social media
- be displayed at the April 4, 2019 event at the Basketball Hall of Fame.

#### Submitted and eligible Billboards will:

- be recognized at the April 4, 2019 event.

### Content limitations

#### Billboard entries CANNOT:

- Contain copyrighted material, reference any commercial product or advertisement, have actors wearing clothing with logos, offensive language or any other commercial reference.

Billboard entries must contain **ONLY ORIGINAL IDEAS** and communicate the dangers of impaired driving.

All entries including application and release forms must be submitted to:


Hampden District Attorney's Office  
Attn: Assistant District Attorney Joan O'Brien

50 State Street  
Springfield, MA 01102

413-505-5671

[Joan.obrien@state.ma.us](mailto:Joan.obrien@state.ma.us)

See [www.hampdenda.com](http://www.hampdenda.com) for more information and updates

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