

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 April 17, 2020;
- All entries must have a "title slide" in the video that identifies the name of the PSA.
- All entries must be 30 seconds OR 60 seconds in length.

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 30, 2020 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 30, 2020 event.

Content limitations

PSA entries CANNOT contain:

- The subject of texting and driving.
- 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 driving under the influence of alcohol. 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.



Sponsored by the Hampden District Attorney's Office & supported by MVA, DDTF
Disclosure: All submitted materials become the property of the Hampden District Attorney's Office and will not be returned. In addition, the Hampden District Attorney's Office reserves the right to use these materials for educational purposes. Such educational purposes include, but are not limited to programs sponsored by the District Attorney's Office, print, radio and television media and posting to the District Attorney's website

Billboard Guidelines

*****REQUIREMENTS FOR SUBMISSION*****

- Deadline for Submission is April 17, 2020;
- All submissions must be landscape (horizontal) orientation;
- Any photos or artwork used must be high resolution (1MB or higher recommended).

Compatible Software:

- Adobe Photoshop
- Adobe Illustrator
- Macromedia FreeHand
- Adobe InDesign
- QuarkExpress.

Winning Billboard will:

- be displayed on a billboard in Hampden County;
- be broadcast online and on social media;
- be displayed at the April 30, 2020 event at the Basketball Hall of Fame.

Submitted and eligible Billboards will:

- be recognized at the April 30, 2020 event.

Content limitations

Billboard entries CANNOT contain:

- The subject of texting and driving.
- 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 driving under the influence of alcohol.

All PSA/Billboard entries and release forms must be submitted online through the following link: <https://forms.gle/vCsD4DnemDye65Hn6>
(Copy and paste link into web browser.)

See www.hampdenda.com for more information and updates.
For questions and/or concerns, please contact Joan.obrien@state.ma.us

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