

YOUR VOICE. YOUR VIEW.

2014-2015 MEDIA CONTEST

WHAT'S IT ABOUT?

Day One, the Sexual Assault & Trauma Resource Center of Rhode Island, is inviting teenagers to make their voices heard by preparing an advertisement for TV addressing sexual violence prevention.

WHO CAN ENTER THE CONTEST?

High School students statewide are invited to participate. Community groups with teens ages 13-19 can get involved, too!

HOW TO ENTER THE CONTEST?

- Teams must consist of 3 or 4 people with at least one male.
- Fill out contest entry form and send your form, along with your completed worksheet and ad to Day One. There is no fee for submitting an entry. Enter as many advertisements as you want. Send a separate entry form for each submission. A typed copy of the script with the names of the team members is required.
- All entries must arrive at the Day One office by 5 p.m. on Monday, March 20, 2015.
- Contact Gloria Benson at (401) 421-4100 ext. 161, or gbenson@dayoneri.org for more information.

WHO WINS?

Day One will convene a review panel to judge the advertisements. The review panel will select two finalists and one grand prize winner.

WHAT DO I WIN?

WINNERS

The winning ad will be aired on FOX Providence and several Cox Cable stations throughout the month of April.

- **First place** team will receive \$500.
- **Second place** team will receive \$200.
- **Third place** team will receive \$100.

ALL FINALISTS

- All finalists will receive an invitation to attend the Your Voice, Your View press event.

ALL PARTICIPANTS

- All participants will receive a certificate of participation.

EVERY AD MUST STATE THE FOLLOWING WITHIN THE ALLOTTED TIME:

- Help prevent sexual violence. Be part of the solution!

THE FINE PRINT:

- Ads cannot contain copyrighted material. Ads must have been written and produced by the contestants. Ads may not include music, lyrics, or other licensed materials that have been previously published or are pending publication.
- Contestants must agree that Day One may edit their ad, publish their name(s) and may use

both in future advertising campaigns and/or marketing materials. Contestants relinquish all publishing rights.

- Contestants agree to make every effort to be available for a press event announcing winners, and if not able to participate, agree to have their name and video ad submission presented at the event announcing the winning entries.
- Day One is not responsible for any lost, delayed, damaged, misdirected, or illegal submission. No entries will be returned.
- Day One may disqualify any entry based on content and/or production.
- All costs associated with making and submitting an advertisement are the contestant's responsibility. Day One will not reimburse or be responsible for any residuals or costs incurred in the making or submission of an entry.
- Employees of Day One and their immediate families are not eligible to win. Volunteers of Day One may participate.

HOT TIPS:

- Be creative! Judges will be looking for creativity and relevance in communicating a message to teens to educate them about sexual violence prevention.
- You can submit multiple entries, but only one winner will be selected.
- While it is acceptable to have adult guidance and supervision in the project, this contest is for teens. Adults should be consultants only.
- See the "tips" handout for some helpful professional sound message and recording techniques.

TAILOR YOUR MESSAGE

Peers can influence behavior by showing positive attitudes as vehicles to encourage respectful behaviors and interactions. This contest supports national trends by urging participants to think about the root causes of sexual violence and be part of the solution by speaking up when they see something happening, as a means to prevent it before it happens. Look over the handout on "The Power of Bystanders" and "Preventing Sexual Violence" for ideas on what to address in your ad. Keep the message simple and keep it real so it will appeal to your peers.

AUDIENCE

The goal of your ad is to show guys and girls as positive role models taking a stand against sexual violence and attitudes that encourage it.

- How do you want to communicate your message?
- How will you get your peers attention?
- Do you want to reach or influence bystanders?
- How can you encourage positive behavior?
- How can you show other teens that this is an important topic?
- Tailor your message to the audience you want to reach.

STOPPING VIOLENCE BEFORE IT STARTS

Remember, your ad should focus on stopping violence before it begins. Be careful not to address what happens after it takes place.

For more information about the contest or on sexual violence prevention, visit www.dayoneri.org.

For more tips on filming: http://en.wikipedia.org/wiki/Cinematic_techniques

Day One's Your Voice. Your View. Campaign was developed and first initiated in 2006. YVYV was adapted from and credits Illinois Coalition Against Sexual Violence (ICASA) for their support and materials.