Safe Messaging and PSA Contest
What is a PSA?

- What is a PSA (Public Service Announcement)?
- Why create a PSA video?
- What is the importance of this contest?
- Goal of your PSA is:
  - Connect with the audience (target audience ages 13-25).
  - Encourage those who are struggling to get help
  - Change a behavior
Safe Messaging

• What is safe messaging and why is it important?
  – Taking precaution before releasing information into the public domain
  – Some content can be more harmful than helpful

• What content should be avoided?
  – Romanticizing someone who has died by suicide
  – Presenting suicide as common or a normal occurrence
  – Overly descriptive details of a death or method
Contest Judging Criteria

• The PSA Video emphasizes that suicide is preventable.
• The video conveys a positive message.
• The video provides **accurate**, **relevant**, and **useful** (warning signs, risk factors, protective factors) information.
• The video provides a clear narrative, it is easy to understand, and it makes sense.
• The PSA avoids harmful images, glamorization of suicide, or stigmatization of people who have attempted suicide.
...Criteria Continued

- The PSA avoids presenting suicide as an inexplicable act or oversimplifying the issue.
- The PSA avoids presenting overly detailed descriptions of suicide victims or methods of suicide.
- The PSA demonstrates high quality production (sounds, lighting, visual quality).
- The PSA was an original and creative idea.
Scoring Activity

• Take out your scoring sheets for this next activity!
• Watch and score the following videos...

• www.save.org/highschoolpsa
Your PSA “Must Haves”

• Refer to the pink sheet in your summit packet for a full list of Official Contest Rules and Regulations.
• Your PSA must:
  – Be 30 seconds in length
  – Raise awareness of suicide prevention
  – Present information in a positive manner
  – Promote help seeking behavior
  – Connect target audience to a resource
    • A. School or community resource
    • B. Statewide resource
    • C. The National Suicide Prevention Lifeline
  – Include SAVE and MDH logos at the end
Copyright and Ownership

• Your PSA video must be entirely original.
• Do not submit your PSA if you are unsure if you have violated copyright laws.
• All submissions become the property of SAVE.
• Videos must not be promoted until the audience choice contest opens or the winners have been selected and announced.
Prizes and Promotion

• Cash prizes are as follows:
  – 1\textsuperscript{st} place $1000
  – 2\textsuperscript{nd} place $500
  – 3\textsuperscript{rd} place $250
  – Audience Choice Award

• The winning video is submitted for broadcast on television, as well as spread across the state (and nation) through social media, SAVE's website, and news releases.
Video Submission and Deadline

• Upload your completed video to YouTube®, Vimeo®, or any other desired video sharing platform.
  – Upload video as “unlisted” if using YouTube.
  – “Private Mode” on Vimeo.
• Complete the online form and provide the URL (link) to your video—Video submission portal opens November 1, 2014.
• **Entry Deadline: Saturday, January 31, 2015.**
Questions?
Post Summit Survey

• Please complete the Post-Summit Survey (green sheet in your packet) and place in basket before you leave! Thank you!