



2019 PSA Contest for Youth Suicide Prevention Guidelines for Submission

The 2019 Public Service Announcement (PSA) Contest is being sponsored by the Metro Area Suicide Prevention Coalition. The contest is open to high school students and features a video category with video entries being no longer than 60 seconds. All students submitting a video entry for the PSA Contest must follow the guidelines below or their entry will not be considered.

1. High school students must have at least one adult mentor supervise the PSA, such as a teacher, guidance counselor, school social worker, school nurse, administrator, or coach. High school-aged youth who are in non-traditional educational environments or are part of a community organization, club, or group may also submit a PSA provided they have similar mentorship.
2. General Messaging Guidelines
 - a. Provide factual information about mental health and suicide using reliable resources.
 - b. Promote hope and recovery.
 - c. Use images that show strength and resiliency in people.
 - d. Include **at least one resource** in the PSA. (See section 3.a.i. "Resources to promote help-seeking behavior")
 - e. Please refer to the following websites for guidelines on effective and safe messaging.
 - i. All entries must follow media guidelines for reporting on suicide.
<http://reportingonsuicide.org/>
 - ii. Please review the National Action Alliance for Suicide Prevention links that will guide you towards safe messaging.
<http://suicidepreventionmessaging.org/safety> and
<http://suicidepreventionmessaging.org/narrative>
 - f. It is okay to talk about feelings and it is okay to use the word suicide; however,
 - i. Do **not** display any images/videos, etc., that explicitly show self-harming behaviors (for example: no guns, knives, etc.,) Entries showing youth engaging in suicidal gestures (for example: swallowing pills) will **not** be considered. Do **not** discuss those specific suicidal behaviors in any way.
 - ii. Do **not** sensationalize or romanticize suicide.
 - g. It is okay to share life experiences that encourage others to reach out for help.

3. Content of Messaging

- a. Please follow the requirements below for the content of the PSA regarding resources and offering hope.
 - i. Resources to promote help-seeking behavior. Be sure to refer youth who are struggling to resources that can help. **Please include one of the following resources:**
 - a. **National Suicide Prevention Lifeline phone number** (1-800-273-8255) **or National Suicide Prevention Lifeline website** (<https://suicidepreventionlifeline.org/>). The National Suicide Prevention Lifeline is a national network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, seven days a week.
 - b. **Your Life Your Voice – Text “VOICE” to 20121** (www.yourlifeyourvoice.org) Your Life Your Voice is part of the Boys Town National Hotline and is a free resource for young people. Trained counselors are available to respond to crises via hotline calls, texting, instant messaging, or email. Hours of operation for texting are 12:00 Noon to 12:00 Midnight CST, seven days a week.
 - c. **Crisis Text Line – text “HOME” to 741741** (www.crisistextline.org) Crisis Text Line is a free national text line with 24/7 support for those in crisis and is staffed by trained crisis counselors.
 - d. **13minutes.org website** (<http://www.13minutes.org>) This local website provides resources on the warning signs for suicide, tips on how to have a conversation with someone who may be suicidal, as well as local and national resources available.
 - ii. Messages of Hope
Focus on messages that will acknowledge the pain of someone hurting and offer positive support. Promote hope, recovery, strength, and resilience.

4. Video Entries

- a. Videos should be of high-definition quality, so that they may be broadcast on TV. Please be sure videos adhere to 16:9 proportions.
- b. Please follow all copyright rules regarding music and images.
- c. Do not include the school and/or student's names in the video and/or audio.
- d. Videos should be no more than 60 seconds in length. Do not have any introductory images, such as the name of the video. Do not list any credits at the end of the video.
- e. All videos should be saved to a **USB flash drive** and follow the file naming format below:
Mentor's Last Name,School/Organization Name.file type
For example: Jones,MainStreetHighSchool.mp4

5. Please submit the PSA on a USB flash drive, **along with all signed forms** to:

The Kim Foundation
ATTN: Lori Atkinson
13609 California Street
Omaha, NE 68154

****The signed forms include a Contest Registration Form** completed by the mentor and a **Release & Waiver of Liability Form** signed by the parent/guardian of **each** student who participated in creating the video.

6. Students **MUST** follow these guidelines and requests. If any of the above criteria are not met, the video will not be considered.
7. Additional Information
- a. A subcommittee of the Metro Area Suicide Prevention Coalition will review all entries prior to public voting.
 - b. The videos will be posted for public voting from April 15 – April 26, 2019. Private voting will also be open to the Metro Area Suicide Prevention Coalition.
 - c. One vote will be allowed per person via a link on The Kim Foundation website.
 - d. Public and private voting will be tallied and averaged to determine the finalists.
 - e. In the event of a tie, the Metro Area Suicide Prevention Coalition will vote to determine the winner.
 - f. Please contact Melissa Schaefer with any questions at (402) 505-4605 or mschaefer@regionsix.com.
8. Contest Timeline
- a. Friday, February 15, 2019 – Contest begins
 - b. Friday, April 5, 2019 - All PSA video entries due
 - c. Tuesday, April 9, 2019 - Subcommittee reviews videos for approval for online voting.
 - d. Monday, April 15 (8:00 a.m.) - Friday, April 26, 2019 (5:00 p.m.) - Online public voting
 - e. Wednesday, May 1, 2019 - Winners announced

**The winners will receive up to four complimentary tickets to the Maha Music Festival in August. Their PSA may also be shown at community events promoting mental health and suicide prevention.*