



2018 PSA Contest Guidelines for Submission

The 2018 Public Service Announcement (PSA) contest is being sponsored by the Metro Area Suicide Prevention Coalition. The contest is open to high school students and will feature a 30 second PSA video category. All students submitting entries for the PSA contest MUST follow the guidelines below or their entry will not be accepted.

1. High school students must have at least one adult mentor supervise the PSA, such as a teacher, guidance counselor, school social worker or nurse, administrator or coach. High school-aged youth who are in non-traditional educational environments, or are affiliated with other community organizations, clubs or groups, may also submit, 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. Make sure you include resources (See section 3.a.i. "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 below that are comprehensive sites to 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., or allusions to such.) Entries showing youth engaging in suicidal gestures (for example: swallowing pills) will not be accepted. Do not discuss those specific suicidal behaviors either.
 - ii. Do not sensationalize or romanticize suicide.

3. Content of Messaging

- a. Please follow the requirements below for the content of the PSA regarding resources and offering hope.

- i. 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-TALK (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, 7 days a week. National numbers ensure that callers are routed to a center that can access the resources the caller may need.
- 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. Boys Town National Hotline answers hotline calls made to the National Suicide Prevention Lifeline 24/7. Hours of operation for texting are 2:00 PM to 1:00 AM CST, 7 days a week.
- c. **Crisis Text Line – text “Hello” 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 resonate with someone who is hurting, in a way that acknowledges their pain and offers positive support. Avoid messages of “don’t worry, everything will be okay.” Promote hope, recovery, strength, and resilience.

4. Video Submissions

- a. Entries should be of high-definition video quality, so that they may be broadcasted 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 school and/or student’s names in the video and/or audio.
- d. Videos should be exactly 30 seconds in length. Do not have any introductory images, such as the name of the video or 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
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 adhere to these guidelines and requests. If any of the above criteria are not met, we will not be able to accept the video.
- a. A subcommittee of the Metro Area Suicide Prevention Coalition will review all entries to ensure adherence to these guidelines prior to public voting.
 - b. The videos will be posted for public voting from April 9 – April 23, 2018. Private voting will also be open to the Metro Area Suicide Prevention Coalition. Public and private voting will be tallied and averaged to determine the finalists.
 - c. One vote will be allowed per person.
 - d. In the event of a tie, the Metro Area Suicide Prevention Coalition will vote to determine the winner.
7. Additional Information
- a. Please reach out if there are any questions. Inquiries may be sent to: mschaefer@regionsix.com.
8. Contest Timeline
- a. Thursday, February 1, 2018 – Contest begins
 - b. Friday, March 30, 2018 - All PSA video entries due
 - c. Tuesday, April 3, 2018 - Subcommittee reviews videos for adherence to the contest guidelines prior to approval for online voting.
 - d. Monday, April 9 (8:00 a.m.) - Monday, April 23, 2018 (5:00 p.m.) - Online public voting
 - e. Tuesday, May 1, 2018 - Winners announced
 - f. Thursday, May 24, 2018 – Winning PSA honored at the Omaha Storm Chasers game.
**The winners will receive complimentary tickets to the game and their PSA will be shown during the game that evening.*