

Youth Mental Health PSA Contest

Calling All Creative Youth in Grades 8-12!

KLRN-TV and the Youth Mental Health Council of The Health Collaborative invite you to take part in our Public Service Announcement (PSA) contest. A PSA is a commercial that delivers a message, rather than sells a product. Think about the ones you've seen on TV and heard on the radio like, "The more you know, the more you grow." To learn more about PSAs, visit www.klrn.org.

Now it's time for you to get creative and plan a PSA to deliver a message to our community about youth mental health. Your message can focus on depression, self-injury or binge drinking.

To enter, fill out the Public Service Announcement Proposal Form and return it to KLRN-TV by November 18, 2005.

A panel will select one entry from each focus area for KLRN to produce. Entries will be judged on originality, creative expression, quality of writing, and effectiveness of the message. The three winning PSAs will appear on KLRN-TV.

1. Come up with a great idea.
2. Fill out the Public Service Announcement Proposal form and return it to KLRN-TV. All entries must be received by 5:00 p.m. on November 18, 2005. Entries received after this time will not be considered.
3. Make sure you include all of your contact information, and get the proposal signed by your parent or guardian.
4. You will be notified by mid-December if your proposal has been selected.
5. If selected, KLRN-TV will use the idea you submitted to produce a PSA.

Return Your PSA Proposal by November 18, 2005:

By Mail:
KLRN-TV
Attn: Education Dept.
P.O. Box 9
San Antonio, TX 78291-0009

By Fax:
210.270.9078

By Email:
education@klrn.org



Youth Mental Health PSA Contest Proposal Entry Form

Please use this form to submit your idea for the *Youth Mental Health PSA Contest*. This form must be received by KLRN-TV by 5:00 p.m. on November 18, 2005. Entries received after this time will not be considered. A panel will select one entry from each focus area for KLRN to produce. The three winning PSAs will appear on KLRN-TV.

Send entries to:

By Mail: KLRN-TV; Attn: Education Dept.; P.O. Box 9; San Antonio, TX 78291-0009

By Fax: 210.270.9078

By Email: education@klrn.org

Part I: Contact Information

Name of Student _____ Age _____ Grade _____

Mailing Address/City/Zip Code _____

Home Phone Number (____) _____ Name of School _____

Part II: Focus Area

Which area does your PSA focus on? Check one.

Depression

Self-Injury

Binge Drinking

Part III: Narrative

Please answer the following questions on a separate sheet of paper.

1. Who is your "target" audience? Who are you trying to reach with your message?
2. What is a summary of your message?
3. Describe how you plan to communicate this message. (250-300 words)
4. Describe the setting and location for your PSA.
5. Why is this message important? What can viewers gain from your message?

Part IV: Required Signature

By entering the Youth Mental Health PSA Contest, I give permission for KLRN-TV to use this work, which will be credited to the entrant/author, as it wishes, including (but not limited to) display, promotion, reproduction and distribution in all media and the right to create, perform, display and distribute derivative works. I also give them the right to use the entrant/author's name, likeness and biographical material in connection with the work. I understand that entries may not be returned. I release KLRN-TV, their parent companies, sponsors, and the officers, directors, employees, licensees and successors from any liability or claimed liability in connection with this Contest submission. I acknowledge that I have read this consent and release prior to signing it and that I understand its contents.

Parent/Guardian Signature _____ Date _____

Printed Name _____

If different than entrant's address above:

Mailing Address _____

City/State/Zip _____ Phone (____) _____

