

Suicide Prevention Radio PSA Contest

Overview

- ❖ The contest is open to all ECU students enrolled during the 2019 Fall semester.
- ❖ To enter, students must submit a 30-second radio public service announcement (PSA) that highlights the importance of Suicide Prevention.
- ❖ The top ten (10) entries will be awarded a \$30 gift card. See details below.
- ❖ Submissions will be evaluated based on originality of messaging, technical sophistication, safe messaging guidelines, pacing and overall impact.
- ❖ Feel free to work independently or in groups. Get creative, show off your skills and most importantly – have fun!
- ❖ Entries will be accepted September 1- September 30, 2019.
- ❖ Be sure to read the rules and regulations carefully before applying.
- ❖ Winners will be notified in October and announced publicly via press release.
- ❖ The winning PSAs will play via SCORE (South Central Oklahoma Radio Enterprise) Radio Stations.

Contest Rules

1. All entries should highlight the importance of suicide prevention.
2. The closing line of each PSA must include these exact words:
 - a. "This message is brought to you by the ECU Campus Suicide Prevention Grant Program"
- 3. Entries must be 30 seconds in length, including the closing line. Any entries longer than 30 seconds in length may be disqualified.**
4. PSA's can be an individual or team effort. Team members cannot exceed two (2) people.
5. PSA's must include where or how to get help for those in need.
6. PSA's must be submitted in **written AND audio** file. If the student(s) is unable to submit an audio file, a written submission will be accepted with prior grant staff authorization.
7. PSA's will be judged without the student(s) present.
8. PSA winners will be recognized via ECU website, ECU Campus Suicide Prevention Grant Program press release, and/or social media sites.
9. The competition is open to all part-time or full time graduate and undergraduate students currently enrolled at East Central University.
10. By submitting your entry(ies), you are attesting that you have the necessary authorization to use the audio, text and other content contained

- in your PSA. Please do not enter if you are in violation, or uncertain of your rights to, any copyrights, patents, trademarks, music or other intellectual property. Consult ECU Campus Suicide Prevention Grant Program staff if you have any questions or doubts about the content of your PSA. Applicants will be held fully liable under the law for any copyright or other intellectual property violations.
11. Submissions found incomprehensible, inappropriate, or in violation of intellectual property rights, for any reason, in the sole judgment of the ECU Campus Suicide Prevention Grant Program, will not be accepted into the competition.
 12. By submitting your entry(ies), you are acknowledging the radio PSA immediately becomes the sole property of ECU and the ECU Campus Suicide Prevention Grant Program.
 13. The 2019 entry window runs from September 1 to September 30. The ECU Campus Suicide Prevention Grant Program is not responsible for any entry that is misdirected, corrupted, or not received by such date.
 14. Winning entries will be made available to SCORE Radio Stations for airing at the discretion of the radio station and the ECU Campus Suicide Prevention Grant Program.
 15. Students of the winning entries may be contacted if the submission must be re-recorded to meet radio quality requirements. Involving the student in any new recordings is at the discretion of the ECU Campus Suicide Prevention Grant Program and the student may decline to take part in any new recordings if they so desire.
 16. Winning entries will receive a \$30 gift card.
 17. If the prize is to be shared by two students (i.e., a student team who maintained significant control over the project's creation and production), it is the responsibility of the students to split the prize amongst themselves.

Helpful Resources

[National Suicide Prevention Lifeline](#)

[Safe and Effective Messaging for Suicide Prevention](#)

[Suicide Prevention Resource Center](#)

[How to Create the Perfect Public Service Announcement](#)

[PSA Production Process](#)