



HOPE for Franklin County Coalition presents... .

Real Talk – Spring 2022

A video message contest where Franklin County youth share what impacts their decision to lead a healthy, drug-free life.

What is Real Talk?

Real Talk is the new name of HOPE Coalition's Youth Message Contest (formerly known as HOPE's PSA Competition). Youth can enter this contest by submitting a video and entry form now through 5pm on Wednesday, April 20th.

Who can enter?

Middle school or high school aged youth who live in Franklin County, MO. Youth have the option to enter as a solo producer or as part of a production team of up to five members.

How do I enter?

First, you and your team (if you enter with a group), will discuss the subject we're addressing: "What is the greatest challenge youth face when it comes to their decisions about alcohol and other drugs?" Then, you'll film a 30 second video message that answers this question in a creative, engaging way. Your video message will share your voice, from your point of view. You might focus on the impact of mental health challenges youth are facing, or how the actions of your peers influence your choices. Or you may have another factor in mind, like what's expected in your family or community.

When your video is complete, upload it to YouTube and fill out the official entry form. Then email your form and link to your video to SoberTruthProject@gmail.com. If you are a member of a production team, only one email entry is required. Please be sure that every member and their parent/guardian have signed the entry form before submitting your team's entry.

What will my video need to be like?

Video entries should be filmed horizontally using a phone or tablet with audio that is clear and easy to understand. Think of your video like a commercial that you would see while watching tv or streaming videos. All entries will be reviewed and scored by a panel of local celebrity judges – please see the judging criteria form to see what characteristics judges will be looking for during your video.

When is the deadline to enter the contest?

Entries must be emailed to SoberTruthProject@gmail.com by 5:00pm on Wednesday, April 20th.

How will I know if my entry has been received?

You will receive a confirmation email within 24 hours. If you do not receive an email, please contact Samantha at 314-640-6405.

Have questions? Please contact Samantha at SoberTruthProject@gmail.com.



Judging Criteria

- Entries must be 30 seconds in length.
- Production teams can be made up of 1-5 people.
*Individuals may only be a member of one production team. Each team may only enter once.
- Entries must address challenges facing youth and their peers in Franklin County, Missouri by answering the following:
What is the greatest challenge youth face when it comes to their decisions about alcohol and other drugs?
 - Video entries should incorporate the impact of one of the topic areas listed below:
 - **Peers**
 - **Mental Health**
 - **Other (Examples – Family, Lifestyle, Experiences)**
 - If you have a question about a topic idea – please contact Samantha at SoberTruthProject@gmail.com.
- Entries should encourage healthy choices or discourage unhealthy choices that involve challenges surrounding drug & alcohol use.
- Each video entry will be scored by local celebrity judges. The maximum number of points an entry can receive is 100.

Judges will give points based on the following guidelines:

- **40 points – Relevance**
 - Shares youth's view on one of the three identified topic areas (Peers, Mental Health, or Other)
 - Conveys subject matter clearly regarding challenges that Youth face when making decisions
 - Encourages healthy choices or discourages unhealthy choices regarding drug & alcohol use
 - Supports the image of youth as empowered to make positive decisions for their lives
- **40 points – Creativity and Originality**
 - Incorporates the video concept in a creative or interesting way
 - Teaches viewers at least one thing about what impacts youth when making decisions to lead a healthy, drug-free lifestyle
- **10 points – Entertainment Value**
 - Entry holds viewers' attention
 - Entry is engaging to youth and motivates them to make positive choices
 - Graphics, design, and production are visually appealing and memorable
- **10 points – Video Specifics**
 - Entry is 30 seconds long
 - Audio is clear and easy to understand
 - Video is filmed horizontally, and the background is appropriate for public viewing

*Entries will receive more consideration for their message, prevention content, creativity, and theme than for technical attributes. That said, the judges will need to be able to see and hear your message.

**A panel of independent judges will score all entries. The top three scoring entries for both the middle and high school categories will receive recognition at an award ceremony. (More details about an award ceremony to come.)

The top scoring entry for each category will be the Grand Prize Winner.

All participants will receive a certificate of recognition for their participation in the contest and have their name entered into a \$urprise Raffle Drawing. (MORE DETAILS TO COME)

Entrants from the 1st, 2nd, and 3rd place winning entries, for both the middle school and high school category, will receive an Academy Award style trophy. Grand Prize-winning entrants, for the Middle School and High School Categories, will also receive one large trophy, suitable for display at their school, club, church, etc.

The Grand Prize-winning entries for the middle school and high school category will also be featured on multiple media platforms including (but not limited to) local television stations, Facebook, Instagram, and TikTok.

There will also be a People's Choice Award for the middle school and high school categories. The entries that receive this award will be selected based on interactions the video receives on select social media platforms. (MORE DETAILS TO COME)



Entry Form Deadline to enter: 5:00pm on Wednesday, April 20th, 2022

- 1) Complete this entry form, including the information about each of the members of your production team. You may be a solo producer, or you can have up to five people on your team.
- 2) Please print clearly but **be sure that each team member AND their parent or guardian signs this form granting permission for each team members participation and entry into this contest.**
- 3) Upload your video to YouTube.
- 4) Copy the link and email it, along with this entry form, to SoberTruthProject@gmail.com. You will receive a confirmation that your entry was received within 24 hours.

***PLEASE CALL 314.640.6405 IF YOU DO NOT RECEIVE CONFIRMATION EMAIL!**

Production Team Name: _____

Title of Message Video: _____

Video Topic: Peers / Mental Health / Other (select one) _____

Category Entered: Middle School / High School (select one) _____

Production Team Member 1 - Name, Age _____

Phone _____

Email _____

Team Member Signature _____

Parent/Guardian Signature _____

Production Team Member 2 - Name, Age _____

Phone _____

Email _____

Team Member Signature _____

Parent/Guardian Signature _____

Production Team Member 3 - Name, Age _____

Phone _____

Email _____

Team Member Signature _____

Parent/Guardian Signature _____

Production Team Member 4 - Name, Age _____

Phone _____

Email _____

Team Member Signature _____

Parent/Guardian Signature _____

Production Team Member 5 - Name, Age _____

Phone _____

Email _____

Team Member Signature _____

Parent/Guardian Signature _____

Please check each box below that applies to your entry. Please be sure that 4 boxes are checked!

Emailed with this form is the link to my/our video

The video entry is exactly 30 seconds long

The entry does not include copyrighted material, including music, brand names, icons, logos, etc. unless permission has been granted

OR I/We obtained permission for use of copyrighted material, and it is attached here.

I/We give HOPE for Franklin County Coalition the right to edit, reproduce, and air/post my/our message contest entry for use in a community media campaign and in the creation of commercials that will be played throughout the community, including but not limited to cable television stations serving Franklin County, Local Movie Theaters, and social media platforms such as Facebook, Instagram, & TikTok. (For more information about the use of your entry, please contact HOPE Coalition at SoberTruthProject@gmail.com.)