



## Children's Hospital of Illinois' Be A Buckle Buddy! Public Service Announcement Contest



### General Information

Submission Deadline: Friday March 26, 2010



Children's Hospital of Illinois is hosting a public service announcement (PSA) contest for Illinois college and university students. Individual students or teams of up to four will submit fully produced radio or television PSA's to Children's Hospital of Illinois by Friday March 26, 2010 for judging. PSA's will be judged on script quality, cohesion with the Be A Buckle Buddy! message, production quality, talent performance, and overall impression. Radio and television PSA's will compete for the same prizes. The Illinois Department of Transportation – Division of Traffic Safety has provided a single financial award of \$1,000.00 for first place, a single financial award of \$500.00 for second place, and a single financial award of \$250.00 for third place. In addition to the financial award provided by the Illinois Department of Transportation – Division of Traffic Safety, the winning PSA, if production is of professional broadcast quality, will be distributed to Illinois media outlets for rotation for up to 1 year.

#### Be A Buckle Buddy!:

Be A Buckle Buddy! is a public service program featuring a website and a toll-free hotline that any concerned individual in the state of Illinois may call to report an unrestrained, or improperly restrained child passenger in a motor vehicle. The registered vehicle owner receives an informational packet explaining the program, a copy of Illinois State Law, and general child passenger safety information. Be A Buckle Buddy! is funded in part by the Illinois Department of Transportation's Division of Traffic Safety.

#### Eligibility:

To be eligible for participation in Children's Hospital of Illinois' Be a Buckle Buddy! Radio and Television Public Service Announcement Contest for College and University Students (the contest), applicants must currently be enrolled as a student of an Illinois college or university.

#### Timeline:

- Contest opens December 14, 2009.
- Children's Hospital of Illinois must receive all entries by 4:30PM on Friday March 26, 2010.
- Winners will be announced Monday April 12, 2009 and a news conference will be held at the first place winner's school on Friday April 16, 2009.

#### Entry Packet:

An Entry Packet submitted to the contest must include all of the following items:

1. One fully produced radio or television PSA of exactly 15, 30, or 60 seconds in the acceptable format (see Rules of Participation Form), and labeled with the all of the following information:
  - Title of Entry:
  - Type: (Radio/Television)
  - Format: (CD/DVD/VHS)
  - Length: (In Seconds)
  - Entrant Name(s):
  - School:
  - Date:
  - Contact Number:
2. One full script, complete with direction.
3. The Entry Form (page 2 of this document) must be read, signed, dated and included in the entry packet, or email by the entrant. If a team submits entry, each team member must read, sign, and date a separate copy of the Rules of Participation Form.
4. The Faculty Assistance Form (found at [www.bucklebuddy.com](http://www.bucklebuddy.com)) must be completed, signed and dated by a member of the faculty at the entrant's school. If multiple faculty members provided technical assistance, each must complete, sign, and date a separate Faculty Assistance Form to include in entry packet. The entrant is responsible for ensuring inclusion of the Faculty Assistance Form in the entry packet.
5. If electronic submission is selected, separate Entry Forms for each entrant, and separate Faculty Assistance Forms for each faculty member involved must be completed, and signed electronically. All required materials must be included in a single email and sent to [chris.m.franciskovich@osfhealthcare.org](mailto:chris.m.franciskovich@osfhealthcare.org).
6. If standard submission is selected, the completed Entry Packet must be shipped to:

Children's Hospital of Illinois  
ATTENTION: Chris Franciskovich  
234 N.E. Madison Avenue  
Peoria, Illinois 61602



# Children's Hospital of Illinois' Be A Buckle Buddy! Public Service Announcement Contest



## Entry Form Submission Deadline: Friday March 26, 2010

1. Only students currently enrolled either full time or part time in an accredited Illinois college or university are eligible.
2. All aspects of the creative process, including concept creation, script writing, filming, audio recording, editing and audio mixing, must be completed by eligible students.
3. Only fully produced radio or television public service announcements (PSA) of exactly 15, 30, or 60 seconds in length will be accepted.
4. Standard Submission Television PSA's must be submitted in DVD or VHS format. Electronic Submission Television PSA's must be submitted in either Windows Media Audio/Video (.wmv), or Flash Video Format (.swf, .flv). No other formats will be accepted.
5. Standard Submission Radio PSA's must be submitted in CD format. Electronic Submission Radio PSA's must be submitted in MP3 format. No other formats will be accepted.
6. Full scripts, complete with direction, must be submitted with each entry.
7. The Entry Form must be read, signed, dated and included in the entry packet by the entrant. If a team submits entry, each team member must read, sign, and date a separate copy of the Rules of Participation Form.
8. A Student Enrollment Verification Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) must be completed by a faculty member for each entrant involved in an entry. The entrant is responsible for ensuring the inclusion of the Student Enrollment Verification Form(s) in the entry packet or email.
9. Faculty assistance is only allowed in technical, non-creative aspects of the project and must be noted on Faculty Assistance Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)).
10. Faculty Assistance Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) must be completed by a faculty member. If multiple faculty members provided technical assistance, each must complete, sign, and date a separate Faculty Assistance Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) to include in entry packet. The entrant is responsible for ensuring inclusion of all Faculty Assistance Forms (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) in the entry packet or email.
11. The Illinois Department of Transportation – Division of Traffic Safety has supplied a single financial award for first place of \$1,000.00, a single financial award for second place of \$500.00, and a single financial award for third place of \$250.00. If an entry produced by a team win any of the top three places, the financial award will be split evenly among team members. No other compensation is included in this competition.
12. Participation in this competition explicitly grants Children's Hospital of Illinois rights to all submitted works, in full or in part, as it finds appropriate, without compensation to the author. Entries may be submitted by individual eligible students, or by a team of up to four eligible students
13. Individual entrants, or teams, may submit multiple entries, but may win only one prize.
14. For Electronic Submission: Every entry packet email must include: one fully produced radio or television PSA of exactly 15, 30, or 60 seconds in the acceptable format (see rules 4 and 5); one full script complete with direction; a separate copy of the Entry Form, completed and digitally signed by each individual entrant involved in entry; a separate copy of the Student Enrollment Verification Form for each entrant involved in entry, completed and digitally signed by a faculty member; and a separate copy of the Faculty Assistance Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) completed and digitally signed by each faculty member who provided assistance. All electronic files must be attached to a single email and sent to [chris.m.franciskovich@osfhealthcare.org](mailto:chris.m.franciskovich@osfhealthcare.org).
15. For Standard Submission: Every entry packet must be packaged in a separate envelope/box. Each entry packet must include; one fully produced radio or television PSA of exactly 15, 30, or 60 seconds in the acceptable format (see rules 4 &5), and properly labeled (see Entry section of Contest Information); one full script complete with direction; a separate completed Entry Form for each entrant involved in entry; a separate copy of the Student Enrollment Verification Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) for each entrant involved in entry, completed and signed by a faculty member; and a separate copy of the Faculty Assistance Form (found at [www.bucklebuddy.org](http://www.bucklebuddy.org)) completed and signed by each faculty member who provided assistance. Entries must be shipped to: ATTENTION: Chris Franciskovich, Children's Hospital of Illinois, 234 N.E. Madison Avenue Peoria, Illinois 61602.
16. Entry packets must be received by **Friday March 26<sup>th</sup>, 2010 at 4:30PM**. Entry packets submitted late will not be judged.
17. Entrant shall not hold Children's Hospital of Illinois, OSF Saint Francis Medical Center, OSF HealthCare System nor the Illinois Department of Transportation – Division of Traffic Safety liable for any items lost or broken in shipping.
18. Submitted items will not be returned.

**Failure to abide by any the above listed rules will result in disqualification.**

*Every Participant of the contest must legibly complete the information below. Completion of this form certifies compliance with the above listed rules.*

Title of Entry: \_\_\_\_\_

### Entrant Information:

Participant Name: \_\_\_\_\_

Illinois University or College: \_\_\_\_\_

Entrant Hometown: \_\_\_\_\_ Entrant's home state: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

*I certify that each of the fields listed above are correct and true. I understand that a failure to do so may result in my disqualification from the contest. I also certify that I understand failure to abide by any of the Rules of Participation will results in my entry's immediate disqualification from the contest.*

Entrant Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_