

Prevention First's Prom PSA Campaign Contest
Make It A Memory, Not A Mistake
RULES & DETAILS

Contest Details

- March 27 - All submissions due at www.943ThePoint.com/prom-psa-submit or www.WOBM.com/prom-psa-submit
- April 4th - Top 5 finalists will be announced on air
- April 5th - 26th - Top 5 Finalists are invited to tape their PSA at the Lakehouse Academy of Music (Asbury Park) with professional sound engineers to guide them
- April (21-28) - Finalist 'teams' interviewed on-air at 94.3 Point
- Contest Winner Breakfast - May (date tbd) at Sansone Jr 66 Automall in Neptune, 8:00 – 10:00 am
 - Winner announced at awards breakfast. Finalist teams attend as guests; tickets available for purchase to all others
 - Lieutenant Governor Kim Guadagno, sponsors and other dignitaries will join us to announce the PSA winner (to be confirmed)
- May/June - Winning PSA (there will be **one** overall winning submission) will run on air
- June/July – each winning team member will be an individual guest on 94.3 Lou & Liz morning show (Fridays on Asbury Park boardwalk)

Required:

- One entry from the Senior Class at each participating school
- **PSA is audio only and can be no longer than 30 seconds** (all entries over 30 seconds will be disqualified). **Must be in an MP3 format. Must include phrase 'Make It A Memory, Not A Mistake' and relate to the prom**
- All entries must be submitted at www.943ThePoint.com/prom-psa-submit or www.WOBM.com/prom-psa-submit. Be sure to include school name, faculty/advisor name, email and cell number.
- Each school will need to choose 1 to 2 students to act as representatives to (1) attend awards breakfast, (2) act as spokesperson if chosen as finalists/winners

Recommended:

- 'Team' can have no more than 5 members
- Be creative. Think about what message will reach the most people. Is your message relevant to teens AND adults?
- Administration & Faculty: this may be an opportunity to have an internal contest to choose the winning PSA from each of the Senior classes

Prizes

- \$1000 cash grant to winning school
- Winning team is interviewed on 94.3FM & 92.7AM
- 'Guest Host for the Day' alongside Lou & Liz (DJs) for each member of winning team on Fridays over the summer on 94.3 (Asbury Park Boardwalk)
- Prom PSA Trophy to reside for one year at winning school. Presented at school assembly (date tbd).
- Individual team prizes as well as some for the entire senior class!
 - Great Adventure tickets
 - Casino Pier tickets/prizes
 - Jenkinson's tickets/prizes
 - Gift/s from Sansone Jr. Automall
 - Gift from Lakehouse Music Academy
 - Fun giveaways & more!
- **BRAGGING RIGHTS FOR YOUR SCHOOL!**