



LEAGUE OF WOMEN VOTERS OAKLAND AREA
725 S. Adams Road, Ste. 292
Birmingham MI, 48009
Tel: 248 594 6602
FAX: 248 594 6603
WWW.LWVOA.ORG

Know Before You Go

Be An *Informed* Voter

LWVOA Public Service Announcement Contest

GUIDELINES

Eligibility: High School students, grades 9 through 12, living or attending school in Oakland County (public, private, home schooled). Students may enter singly or as a team of up to 5 members per submission.

Categories: TV, radio, essay

TV –requires formats that You Tube will accept such as: .MPEG4, 3GPP and MOV, .WMV or .FLV; files must be on a data CD, *not* a DVD; time: *exactly* 30 seconds

Radio – MP3 or .WAV; time: *exactly* 30 seconds

Essay – maximum of 250 words

Students are encouraged to use whatever equipment is available, with permission.

Teachers, principals, school audio/visual departments, parents and community leaders are encouraged to share their equipment and lend local support promoting this contest.

Required Forms: A submission form must be completed for each entry, a release form for each individual involved.

Presentation: Must mention sponsorship by the League of Women Voters Oakland Area; must *not* show names or logos of schools or companies.

Judging: Entries will be judged on creativity, originality, clarity, and use of theme.

Awards: Winners will be announced at an awards ceremony the May 31, 2012. The winning entry in each category will receive a cash award, to be evenly divided among members if submitted by a team. There will also be a cash prize for the school with the largest number of entries. Winning TV and radio PSAs will be broadcast; winning essay will be published.

Deadline: All materials must be *received* in the LWVOA office (see address above) by April 20, 2012. All entries will be acknowledged.

Material submitted: will not be returned. Making a duplicate is recommended, in case the original is damaged.

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BACKGROUND

Campaigning for the 2012 elections is heated. It is increasingly difficult for voters to get accurate information. Incivility and polarization in Congress, skewed TV, radio and internet communications, and "issue ads," which promote a particular view and are not always truthful, facilitate "hearing" what fits with one's preconceived opinions.

To become *informed voters*, citizens need to weigh a variety of viewpoints and seek balanced information from newspapers, news programs, candidate debates, and from non-partisan candidate forums and voter guides (such as those sponsored by the League of Women Voters).

The goal of this PSA is to stimulate voters to become informed before casting a vote.

