

It's Time to Speak Out Against Teen Dating Violence



Teen Dating Violence PSA Project

Attention Students

**Submit your own, original 60-second video
to raise awareness and prevent teen dating violence**



Middlesex District Attorney
Gerry Leone



Here are some stark statistics that demonstrate the challenges we face regarding the issue of teen dating violence.

- ◆ 1 in 3 teenagers report knowing a friend or peer who has been hit, punched, kicked, slapped, choked or physically hurt by their partner.
- ◆ Following news reports on the alleged incident between Chris Brown and Rihanna, a survey of Boston teens revealed that 46% of respondents believed that Rihanna was responsible. In addition, 44% said that fighting was a normal part of a relationship.

We are asking high schools students to produce their own original 60-second Public Service Announcement video about the issue of teen dating violence. The goal is for students to use these PSAs as a forum to communicate a direct, positive message to other teens in an effort to help prevent teen dating violence. Possible topics for the videos include:

- ◆ Speaking out against abuse
- ◆ Understanding that physical and verbal abuse is never an acceptable part of a healthy relationship
- ◆ Recognizing abusive behavior or an abusive relationship
- ◆ Stepping in and standing up to abusive behavior by a friend

For more help with video topics on teen dating violence, as well as more info on this topic, visit:

- ◆ www.reachma.org/pavenet
- ◆ www.loveisnotabuse.com
- ◆ www.safeyouth.org/scripts/topics/dateviolence.asp

DEADLINE FOR SUBMISSION — MAY 14, 2009



Teen Dating Violence PSA Project

Sponsored by the Middlesex District Attorney's Office, REACH and Middlesex Partnerships for Youth, Inc.



Student Application



Winners will have their PSA Video professionally edited and submitted for broadcast on television outlets throughout the Boston area

Student Submission ~ The Public Service Announcement should:

- Be directed toward other teenagers
- Be inclusive in terms of gender and sexual orientation
- Be original
- Communicate a positive message to help prevent teen dating violence

Primary Contact

Student Name: _____
 Home Address: _____
 City: _____ State: _____ Zip: _____
 High School: _____
 City: _____ State: _____ Zip: _____
 Teacher's Name: _____
 Home Phone: _____
Please include area code + number
 E-mail: _____
 Teacher's Name: _____

Film Information ~ Please note that the film length must be 60 seconds

Title: _____
 Participants: _____
Please list all participants

A signed form by student and parent/guardian must be submitted by each participant, consenting to their involvement in the project, and the reproduction/distribution of the PSA video.

Student and parent/guardian must sign and date this application. Unsigned applications will not be considered.

 Student Signature Date Parent/Guardian Signature Date

Official Rules

The PSA Program is open to all 9th through 12th graders attending school in Middlesex County, and includes individual and groups of high school students, as well as high school student organizations, classes, clubs or athletic teams.

A panel consisting of students, educators, domestic violence prevention advocates, and members of the District Attorney's Office will review the entries.

Note that since these PSAs are intended for use on broadcast television, content limitations include:

- Can not include copyrighted music (original music is accepted)
- Can not include clips from movies, television shows or music videos
- Can not include profane language, nudity, sex, weapons or depict excessive violence
- Can not reference any commercial product or advertiser
- Can not have actors wearing clothing with logos or any other commercial reference

The Middlesex District Attorney's Office reserves the right to determine the eligibility of any project.

To Enter

Enclose your signed application (signature of student and parent/guardian is required), a DVD copy of your work, and a list of cast/crew members and mail to: Middlesex District Attorney's Office, Attn. Diane MacDonald, 15 Commonwealth Avenue, Woburn, MA 01801. Deadline is May 14, 2009.

Disclosure

All submitted materials become the property of the Middlesex District Attorney's Office and will not be returned. In addition, the Middlesex District Attorney's Office reserves the right to use these materials for educational purposes. By signing this application, and if the student is under the age of 18, the parent/guardian agrees to the use of any such photographs or video submitted, either by the Middlesex District Attorney's Office, Middlesex Partnerships for Youth, Inc. and REACH. Such educational purposes include, but are not limited to programs sponsored by the above mentioned agencies, print, radio and television media, and posting on the agencies' Web sites.

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For more information, please visit: <http://www.middlesexda.com/>