

Public Awareness Campaign – Enter and Win!!

Broome County Family Violence Prevention Council's Dating Abuse and Healthy Relationships Media Contest

Please help us come up with a public service announcement for a new campaign to educate Broome County's young people about dating abuse and healthy dating relationships. This campaign will be geared toward young people, ages 16-23. It will be used for advertisements and will be used on the Broome County website and Facebook page.

What we are looking for:

- A 30-second public service message for radio or television that will communicate a brief message about dating abuse and/or healthy dating relationships.
- The message should be original, creative, and attractive to the target age group (ages 16-23).
- The message should engage the target audience and make them want to learn more about the issue.

Who is eligible

- Contest is open to Broome County residents age 16-23.
- Immediate family members of Family Violence Prevention Council are ineligible.

How to enter

- Submit your CD or DVD product to:
Family Violence Prevention Council, 36-42 Main Street, Binghamton, NY 13905
- Submission deadline: **No later than April 1, 2012.**
- All submissions must include: Name, age, email address, phone number(s), and home address.
- You may submit more than one entry.



The process – WIN CASH!

- The winning public service announcement will be chosen by Family Violence Prevention Council's selection committee.
- The winner will be notified later in April 2012, and will be recognized on the Family Violence Prevention Council website, Facebook page, and possibly in the media. Note – if the message chosen was submitted by more than one person, all of the people who submitted it will be recognized.
- Entries chosen for first place, second place and third place will receive a cash prize!

The fine print

- Do not use violent, sexual, or offensive language in your production. It will be disqualified.
- All entries become the exclusive property of the Family Violence Prevention Council for future public awareness efforts or in other manners as determined by the Family Violence Prevention Council.
- Family Violence Prevention Council reserves the right to alter the submission, including adding, changing or removing copy.

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Websites which can be accessed for information:

- **“Love is Respect”**

[Visit the Love is Respect page](#) from Liz Claiborne, Inc. for more information on this campaign.

- **“That’s Not Cool”**

[Visit the That's Not Cool page](#) from the Futures Without Violence (formally the Family Violence Prevention Fund), the Department of Justice's Office on Violence Against Women, and the Advertising Council for more information on this campaign

- **“Choose Respect”**

[Visit the Choose Respect page](#) from the Centers for Disease Control and Prevention for more information on this campaign.

- **“See It and Stop It”**

[Visit the See It and Stop It page](#) from the Teen Action Campaign (c/o Futures Without Violence (formerly the Family Violence Prevention Fund) for more information on this campaign.

Other information can be obtained through training offered by the Crime Victims Assistance Center. Contact the Education Coordinator at 723-3200.

For more information call the Family Violence Prevention Council office at 778-2153.