



# The Secretary of the State's 2013 10<sup>th</sup> and 11<sup>th</sup> Grade Public Service Announcement

Co-Sponsored by:  
*The Connecticut Citizenship Fund Inc.*

*The mission of the Connecticut Citizenship Fund is to increase interest and participation in government, particularly in state and local government, increase citizen participation in elections, and enhance school age appropriate civic education programs, and to stimulate involvement in civic activities.*

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**Message:** "Why vote?"

**Contest Timeline:**

- March 18, 2013 - Submission deadline. Must be postmarked or hand delivered.
- April 1, 2013 - Judging deadline.
- April 15, 2013 - Winners will be posted on the [SOTS website](#).
- May 20, 2013 - Award Ceremony held in the Hall of Flags at the Capitol from 1:00p-1:30p.

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## Rules and Regulations

The following are the rules and regulations for the Connecticut Secretary of the State's Office (CT SOTS) WHY VOTE? CT PSA Contest 2013 (the "Contest").

"Why vote?" is a new Public Service Announcement competition for Connecticut 10<sup>th</sup> and 11<sup>th</sup> grade students. Students are invited to develop a 30-90 second Public Service Announcement designated to engage and motivate other people to register and vote.

**Eligibility:** Each Contest Entrant must be a current 10<sup>th</sup> or 11<sup>th</sup> grade student. The CT SOTS office reserves the right to limit, or restrict upon notice, participation in the Contest to any person at any time for any reason.

Submissions to the Contest may be made by individual students or teams of students ("Entrant"). The Submission must be an original work and all individual Entrants agree not to use, reproduce, incorporate or display any third party material or work, in whole or in part in creating their Submission, or violate any third party proprietary rights or intellectual property rights, including but not limited to copyright or trademark rights, or otherwise violate any applicable U.S. law or the law of the individual Entrant's country of residence.

**Dates for Submissions:** Entrants must make their Submission to the CT SOTS no later than **5:00 pm on March 18, 2013 to Diana Theriault, Secretary of the State Office, State Capitol Building Suite 104, 210 Capitol Ave, Hartford, CT 06106**. CT SOTS reserves the right to modify these deadlines or to cancel the Contest at any time for any reason.

**Submission Focus and Target Audience:** The message of the public service announcement shall be to address how to inspire voters to register and vote in local elections. The commercial must have high impact, be innovative and respectful. ***The submission must be suitable for airing on broadcast and cable television and must comply with all FCC rules and regulations, and any applicable federal, state and local laws and regulations. The entry shall be nonpartisan and shall not directly name or infer the name, symbol or likeness of any past or present political office holder, candidate, government agency or political party.*** CT SOTS reserves the right to reject any submission because it fails to meet any of the Contest rules, is in poor taste, or is of unacceptable quality, in the sole discretion of CT SOTS.

**Judging:** Submissions will be judged by CT SOTS (or a panel of judges determined and selected in the sole discretion of the CT SOTS). The following criteria may be used in ranking the submissions: persuasiveness, effectiveness, creativity,

cinematography, script content and structure, sound design, lighting, editing, acting, artistic expression and professionalism. The CT SOTS reserves the right to add, delete, amend or modify the judgment noted criteria at any time, either with or without prior notice. A Grand Prize Winner and 2<sup>nd</sup> Place Winner will be selected. All other entries will receive an Honorable Mention from the Secretary of the State. In the event a potential winner is disqualified for any reason, the eligible Entrant with the next highest rank in the pool of Entrants will be chosen. In the event that no completed Submissions are received, no prize will be awarded. Determinations of CT SOTS judges are final and binding. Winners must be present at the awards ceremony on May 20, 2013 unless previously excused by the CT SOTS. For a list of the winners see the CT SOTS website [www.sots.ct.gov](http://www.sots.ct.gov) after April 15, 2013.

**Prizes:** The Grand Prize Winner will be awarded \$200 and their PSA will be available to view on the CT SOTS website. The 2<sup>nd</sup> Place Winner will be awarded \$100 and their PSA will also be available to view on the CT SOTS website. Honorable Mention Certificates will be mailed to all other entrants.

**Technical Specifications:** The Submission shall be 30-90 seconds in length.

**Indemnification:** By participating in the Contest, Entrants agree to indemnify and hold harmless the Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, or participation in the Contest or preparation of a Submission, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims arising out of any activities related to the Contest or a Submission, including claims of copyright or trademark infringement or violation of privacy or publicity rights.

**Questions and Additional Information:** It is preferred that all questions be submitted by email. Responses may be disseminated by email to all other contestants. The CT SOTS reserves the right to not respond to any question or provide additional information.

**ALL STUDENTS WHO PARTICIPATE IN THE PSA MUST HAVE THEIR PARENT/GUARDIAN COMPLETE THE PARENTAL CONSENT FORM.**

Diana Theriault  
Secretary of the State Office  
State Capitol Building, Suite 104  
210 Capitol Ave  
Hartford, CT 06106  
Email: [diana.theriault@ct.gov](mailto:diana.theriault@ct.gov)  
Phone: 860-509-6030

## PARENTAL CONSENT FORM-10<sup>th</sup> and 11<sup>th</sup> Grade PSA

*(A Parental Consent Form must be completed for each student who is involved in this project).*

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Team Name

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School Name

My child (please print full name of child) \_\_\_\_\_ has my permission to participate in the Secretary of the State's Public Service Announcement Contest "Why Vote?" which is open to all Connecticut students in 10<sup>th</sup> and 11<sup>th</sup> grade. I give the Office of the Secretary of the State permission to display the image of my child in connection with this PSA and I understand that the winning PSA's will be displayed on the SOTS website.

***By signing the application you are agreeing to all the rules and regulations of CT SOTS PSA Contest 2013 currently in effect as may be modified or amended by the CT SOTS from time to time.***

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Print Name of Parent /Guardian

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Signature of Parent/Guardian

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Date