



# PSA CONTEST



PRESENTED BY:



## Lights, Camera, Safety!

**City of Mesa Bicycle & Pedestrian Program presents... Move Safe PSA Contest**

Move Safe Public Service Announcement (PSA) Contest asks students to create an original short film to promote ways to be safe while walking or riding a bike. This contest is sponsored by the City of Mesa's Bicycle and Pedestrian Program with prizes provided by ASU's Media and Immersive eXperience (MIX) Center, FatCats, Mesa Film Festival and Phoenix Film Festival.

## CONTEST GUIDELINES

You or a team will make a PSA film. A Public Service Announcement, or PSA, is a short, non-commercial announcement created to provide information to the public. PSAs share the same goal: to persuade people to take action and help solve an issue that affects the community.

### ELIGIBILITY

This contest is open to Mesa students ages 12-18. Participants can enter on their own, with a classroom, a group or family members.

### CONTEST PERIOD

Submissions will be accepted starting September 30, 2024 through January 31, 2025. Winners will be announced in April 2025.

### PRIZES:

Grand Prize Winner (1)	Runners Up (2)
<ul style="list-style-type: none"><li>- 1:1 feedback on PSA from an ASU instructor</li><li>- Private tour of ASU's MIX Center</li><li>- \$200 Voucher Pack from FatCats Mesa</li><li>- \$100 gift card to Downtown Mesa from Mesa Film Festival</li><li>- 2026 Phoenix Film Festival Prize Pack</li><li>- Free submission to the 2026 Arizona Student Film Festival</li><li>- Bicycle (up to \$500 value) from City of Mesa Bicycle and Pedestrian Program</li><li>- PSA featured on City of Mesa's Bicycle and Pedestrian Program's Facebook</li><li>- PSA shown at CycloMesa Festival</li></ul>	<ul style="list-style-type: none"><li>- PSA featured on City of Mesa's Bicycle and Pedestrian Program's Facebook</li><li>- PSA shown at CycloMesa Festival</li><li>- \$100 Voucher Pack from FatCats Mesa</li><li>- Mesa Film Festival Prize Pack</li><li>- \$25 gift card to Downtown Mesa from Mesa Film Festival</li><li>- Free submission to the 2026 Arizona Student Film Festival</li><li>- Gift bag from City of Mesa Bicycle and Pedestrian Program (\$50 value)</li></ul>

### ENTRY RULES

- Submissions must be no more than 30 seconds in length.
- Submissions must not include any offensive materials.
- Submissions **MUST NOT** include **ANY** copyrighted music, audio/video clips, characters, logos or other protected material.
- Must use one or more of the below safety tips:

### Safe Walking and Bicycling Tips

1. Be Alert: Phone down, eyes up
2. Be Bright: See and be seen
3. Be Aware: Look and move with care
4. Be Predictable: Follow traffic rules and use hand signals
5. Be Protected: Always wear a helmet

### Judging Criteria

All submissions will be reviewed by a judging panel. PSAs will be judged on the following criteria:

- Film choices; does not exceed 30 seconds in length - **30 POINTS**
- Message clarity; features at least one safety tip - **50 POINTS**
- Creativity and originality - **20 POINTS**

### HOW TO ENTER

- Once you finish your PSA, upload it to a video hosting website (like Youtube or Vimeo). **Do not** send us the video file when you enter the contest (*it will be too big to send by email!*)
- Send an email to [cyclomesa@mesaaz.gov](mailto:cyclomesa@mesaaz.gov) with:

**Your PSA's title**

**The name of everyone in your group**

**The name of your school (if applicable)**

**A link to your uploaded PSA so that we can watch it online**

### TERMS AND CONDITIONS

By entering, Entrant grants the City of Mesa an irrevocable, perpetual, royalty-free, freely transferable license to artwork or video for all purposes, in all media, whether now known or hereafter devised. By entering this contest, you agree to acknowledge that this contest is in no way sponsored, endorsed, or administered by or associated with YouTube and you agree to hold City of Mesa, YouTube (or other video hosting platforms), and each of their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents, and representatives of same harmless against any and all claims or liability arising directly or indirectly from use or misuse of a prize or participation in the contest. By submitting, each Entrant expressly accepts and, to be eligible for the Prize, must comply with, the Entry Guidelines and Requirements. Entrants must read these Official Rules carefully and accept them prior to submitting. Please read them prior to creating a film submission in the contest. If an entry does not comply with any of the terms of these Official Rules (including the YouTube Terms of Service and Community Guidelines), as determined by the City of Mesa in its sole discretion, such film submission will be void. Entries that appear to duplicate any other submitted entries may be voided in the City of Mesa's sole discretion and only the first entry submitted January 31, 2025 will be included in the contest.

### Now What?

Stay tuned for updates! The City of Mesa Bicycle and Pedestrian Program will reach out to the contest winners in late March 2025.

### Do's and Don'ts of a Public Service Announcement:

- **Do** get inspired! PSAs can be funny, serious, live-action, animated, a mix of styles – Whatever you can imagine!
- **Don't** forget to have a call for action – This is what you want your audience to do after watching.
- **Do** be memorable – Have fun and be creative!
- **Don't** include unnecessary info – 30 seconds is not a lot of time to get your point across. Focus on the most essential information.
- **Do** plan – What are the images, sounds and locations that you will need to create your PSA?

### OTHER THINGS TO KEEP IN MIND:

- It might be helpful to storyboard scenes and write down dialogue. *Note: 60-75 words takes about 30 seconds of film.*
- Mesa Public Library ThinkSpots are a great place to access free movie and editing tools.
- We recommend that you film your video in a horizontal format to be viewed better on a film screen.
- Music is usually copyrighted. Be sure to only include music that is considered open source. Check to see if your editing software has a free music and sound library or you can compose original sounds or music for your film.