



Gerald R. Ford
Presidential
Foundation

Vander Laan
Family Foundation



Judges



Meijer Great Choices
c/o Van Singel Fine Arts Center
8500 Burlingame SW
Byron Center, MI 49315
Administrative: 616.878.6801
Fax: 616.878.6820

www.meijergreatchoices.com

Contest Rules, Tips, and Guidelines

Entries should be submitted by one individual. Only one prize will be awarded per entry. Student may use video or animation to communicate P.S.A.

The Meijer Great Choices Film Festival is open to all Michigan High School Students grades 9 through 12. Each contestant may submit more than one public service announcement.

Know Your Audience! The target audiences for this competition are students in grades K-6 and 7-12. Your entry should be age appropriate. Please remember that younger children cannot read fast so don't put a lot of written copy in your PSA when targeting this audience.

VERY IMPORTANT TIP: Please select the category and target audience for your PSA. It's important to keep your audience in mind when producing your video. Younger audiences are not able to read lots of copy in a PSA or understand large words. When producing a video for younger audiences remember to keep it simple. Judges will reserve the right to move a video to a different category.

All entries must be submitted with a signed talent release form for each individual involved with creating or producing the public service announcement. This includes any on-camera actors and voiceover announcers. (this form can be found under the registration and forms button.)

No alcohol, drugs or tobacco can be consumed during the making of your public service announcement. P.S.A.'s that contain dangerous stunts, unsafe driving, vomiting or toilet scenes will be disqualified. You can dramatize the drinking of alcohol; use of drugs or tobacco with a non-alcoholic beverage or fake props but the container/cigarette or **prop cannot touch the lips of the actor.** Nothing can be consumed or smoked. Concentrate on making your message a positive one.

No brand names: All brand name labels should be removed from props and clothing.

You may not use any images that have copyrights. This includes: photographs, film footage, photos from the Internet or printed materials. All movie, videogame and television footage is protected by law and can not be used.

You may not use images of tombstones with legible names and dates on them. Entries submitted will not be returned. They may be duplicated edited and exhibited for educational or promotional purposes. Make a copy of your project before you submit it to the Meijer Great Choices Film Festival.

No copyrighted music can be used. If you purchase music for your video, please include the proof of purchase with your submission.

NEW THIS YEAR! Fill out the registration form now available on line, print off the confirmation form and send the printed form along with your PSA on a DVD, registration fee, and all talent release forms (if applicable) and send to: Meijer Great Choice film Festival, C/O Van Singel Fine Arts Center, 8500 Burlingame SW, Byron Center, MI 49315. Checks should be payable to: Meijer Great Choices Film Festival. Schools may send all entries in one package. Registration materials must be attached or in the same envelope as the DVD. Please do not send DVD's separated from the registration materials.

When entering a PSA on a DVD, please do not glue or tape the entry form to the DVD. Place the entry form inside the DVD case or envelope or attach it with a rubber band. **Each entry should be labeled with a title.**

DVD's received without a completed entry form, **necessary talent release forms** and entry fee will automatically be disqualified. Entries postmarked after the final deadline date will be disqualified.