



2026 Public Service Awareness Video Contest

OFFICIAL RULES AND REGULATIONS

1. This competition is available to high school students in grades 9-12. Students may represent a specific class, organization or club sponsored by the high school or form their own team of friends/colleagues. Each entry video will need to have an associated adult (teacher/leader/parent/family member, etc.) who will assist teams as needed and post team videos on the assigned Google Drive link.
2. The following paperwork must be completed and submitted with the final video:
 - **PARENT/GUARDIAN RELEASE FORM** for each student participant involved in the project.
 - **ACTOR RELEASE FORM** for each participant in the film, including any person whose voice, image or likeness is used. If under 18, participants must have parent/guardian permission and signature on the release. If 18 or older, the student may sign their release form.
 - **LOCATION RELEASE FORM** for filming on personal property.
3. Entries must only contain original and non-copyrighted material. No copy-written music, branded material, logos, etc., may be used without express written permission from the copyright or trademark holder. Please use technology to mask logos or names of corporations that may appear in the video unless specific permission is granted to use the logo or company name.
4. All team members must not attempt to include or perform video stunts, dangerous situations, or film at dangerous locations during the production of the video. The teacher/adult sponsor will guide teams through the planning, filming and submitting process, in order to ensure safety and security for all students involved in the project.
5. The sponsoring partners reserve the right to disqualify any submission for any reason deemed necessary.
6. Videos should be between 3 and 5 minutes in length. Any video that exceeds 5 minutes will be disqualified.
7. The sponsoring partners are not responsible for the content of the videos produced.
 - Submitted videos will not be eligible if they contain or appear to contain:
 - Profane or obscene material or language
 - Nudity, profanity or gratuitous violence
 - Endorsement of illegal drug use, alcohol abuse, prescription drug abuse or any other illegal activity
 - Derogatory characterization of any person or group
 - Any copyrighted or trademarked materials without express written consent from the copyright or trademark holder

Build your future. Overcome obstacles. Select healthy choices. Succeed with confidence.

Important Dates/Deadlines:

Contest Opens:	August 2026
Video Submission Deadline:	Sept. 25, 2026
Awards Event:	Oct. 6, 2026

JUDGING OF PROJECTS

Prizes for first, second and third places will be awarded. Judges will consist of a panel of sponsoring partners.

Videos should focus on the dangers and consequences of using vapes, heroin, marijuana, prescription opioids, fentanyl and/or other drugs. Videos also must reference how being your own “BOSS” helps you overcome the odds and lead a drug-free life.

B – Build your legacy

O – Overcome the odds

S – Select your path

S – Succeed on your terms

Scoring will include the following criteria:

- Effectiveness/relevance and use of the “BOSS” theme (40%)
- Content (40%)
- Creativity (20%)

AWARDS FOR WINNING PROJECTS

Three winning teams will be announced Oct. 6, 2026, at an award ceremony hosted by Blue Cross and Blue Shield of Louisiana (Louisiana Blue) on. Winning videos may be shared with and by sponsoring partners, and they will be promoted on social media outlets.

PRIZES INCLUDE:

- 1st Place: \$1,500
- 2nd Place: \$1,000
- 3rd Place: \$500

The teacher/adult leader for each winning team will receive a \$100 gift card.

SPONSORS

Capital Region Crime Stoppers
Louisiana Blue
Victoria's Voice Foundation
Acadian Ambulance

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