



2016 CREATE YOUR OWN ANTI-DRUG RADIO MESSAGE CONTEST

ENTER NOW THROUGH MARCH 31ST

Sponsored by the Armstrong-Indiana-Clarion Drug and Alcohol Commission, the Armstrong-Indiana Drug Free Communities Coalition, and Renda Broadcasting

WIN ONE OF 6 \$100 PRIZES

WHO CAN ENTER???

Elementary (4th-6th), Junior High (7th-9th), and High School (10th-12th) students from both Indiana and Armstrong counties will write their own anti-drug message. Messages may be submitted from a group or club, or from an individual. Six winners will be announced; one from each age category in each county. Winners will have the opportunity to have their message professionally produced or they may record it themselves at the Renda Broadcast studios in Indiana, PA. Prizes will be awarded and each winner's ad will air on Renda's Indiana County stations.

WHAT SHOULD IT BE ABOUT?

Every effort should be made to address the drug problem(s) you see in your community. You may focus on a certain drug and its availability or the drug problem as a whole. You may offer solutions or create awareness. It's totally your call. See the helpful hints section for information on how to write a 30 second message.

WHEN CAN I ENTER?

Entries will be taken through March 31, 2016. Judging will be by committee. Winners will be announced April 15, 2016.

WHERE DO I ENTER?

- 1.) **Mail to:** Anti-Drug Radio Message Contest
c/o Renda Broadcasting
840 Philadelphia Street, Suite 100
Indiana, PA 15701
- 2.) **Email to:** dneely@rendabroadcasting.com
- 3.) **Fax to:** 724-471-1040

WHAT DO I NEED TO DO TO WIN?

You'll need to write a message that has the following:

- 1.) It needs to be original
- 2.) It should focus on some aspect of the drug problem as YOU see it
- 3.) Obviously it has to be understandable

Do the best you can in your own voice. Do it better than anyone else, and you will win.

***Disqualification criteria:** Content of the message MUST be original. Any plagiarized material will be disqualified.

HELPFUL HINTS ON WRITING A MESSAGE

The following points will assist you in how to develop your message. Use them as a guideline only. You don't have to follow or include all of them.

- 1.) Approximately 90 words are contained in a 30 second message. More for quick readers and less for a slower read.
- 2.) Read your message over and over to make sure it fits into 30 seconds.
- 3.) Messages can be a monologue, dialogue, or any number of people. Most times, multiple voices are more effective than a single narrative.
- 4.) Sound effects can be noted in the script. Be sure to allow for time.
- 5.) Starting out with an intriguing situation or statement will draw the listener in and make them want to hear the rest of the message.

Questions??? Email dneely@rendabroadcasting.com or Carrie Bence at cbence@aicdac.org