



## Public Service Announcement (PSA) Contest

### About the Contest

We hear a lot about youth being uninterested in politics. Many appear turned off by campaigns, and others seem tuned out of democracy altogether. In an average election, only about one-third of Canadians aged 18 to 25 casts a ballot. Do you see this as a problem? If so, tell us why -- and suggest how you would go about encouraging young people to VoteAnyWay.

VoteAnyWay means choosing to take part in the Manitoba election despite all of the cynicism surrounding the role of young people in politics. VoteAnyWay also means voting any way that you choose. Organized by political scientists and students at the University of Manitoba, this initiative is entirely non-partisan. (We simply want to raise the level of awareness and knowledge about politics in this province.)

**Based on the theme "VoteAnyWay", we challenge you to create a video message encouraging young Manitobans to participate in this year's provincial election.**

### Rules and Regulations

#### Eligibility

The VoteAnyWay PSA contest is open to all **Manitoba residents 14 to 25 years-old** (i.e., born between October 4, 1986, and October 4, 1997).

The contest consists of two (2) separate competitions:

- one for high school students; and
- one for young adults (including, but not limited to, post-secondary students).

## Requirements

All videos must:

- include the phrase "VoteAnyWay" (vote anyway or vote any way)
- include the election date (October 4);
- last a maximum of 29 seconds;
- be a maximum of 1GB;
- be saved in .mpeg format;
- be free from profanity;
- be free from any partisan message (promoting or opposing any party, candidate, personality, or policy);
- be free from any commercial message (promoting any product); and
- be free from any unauthorized use of copyrighted material (see the [YouTube guidelines](#)).

VoteAnyWay organizers reserve the right to declare any video ineligible for failing to meet these criteria.

## Submissions

A completed submission must include:

1. a video (sent to [VoteAnyWay@gmail.com](mailto:VoteAnyWay@gmail.com)); and
2. a completed **Submission Form** (sent to [VoteAnyWay@gmail.com](mailto:VoteAnyWay@gmail.com) or faxed to 204-474-7585).

Please indicate the title of your video and the names of all producers in your email message.

By submitting your video message, you are consenting to have it appear on any websites affiliated with the VoteAnyWay and U2011 initiatives.

Entrants are permitted to submit a maximum of three (3) videos as part of the competition.

## Deadlines

The VoteAnyWay PSA Contest opens on May 1, 2011.

All entries must be received by **11:59pm CDT, September 29, 2011**.

Winners will be announced on October 4, 2011.

## Contest Judging

### Process

The VoteAnyWay PSA Contest will involve two rounds of judging:

Round 1 – All entries will be assessed by a panel of experts, according to the following criteria:

- Impact (Does the ad transmit a convincing message?)
- Clarity (Does the ad contain a clearly defined message?)
- Creativity & Originality (Does the ad stand out as a unique statement?)
- Youth Appeal (Does the ad “speak to” Manitoba’s youth?)
- Overall Production Values (Is the ad well-put-together?)

Round 2 – The top (5) entries in each competition will be posted on the VoteAnyWay Facebook page and YouTube Channel. Final placement will be determined by the number of “likes” each video receives.

### Judging Panel

Judges will be selected from a wide range of groups, including professors, high school teachers, journalists, students, and the general public.

## Prizes and Sponsors

This contest is organized by the U2011 “Understanding the Manitoba Election” initiative, and is sponsored in part by the Manitoba Institute for Policy Research (MIPR).

The prize pool includes over \$1000, and is growing by the day!

**First Prize (each contest):** \$400.00 Apple Store Gift Certificate

**Second Prize (each contest):** \$100.00 Apple Store Gift Certificate

## Resources

Entrants are encouraged to learn more about youth political participation. Join the VoteAnyWay Facebook Group ([facebook.com/VoteAnyWay](https://facebook.com/VoteAnyWay)) for more information on youth voting in Canada. To learn more about Manitoba politics, be sure to visit our U2011 Website and Facebook Group ([facebook.com/u2011](https://facebook.com/u2011)).

## Tips and Suggestions

Develop a video that will have appeal among all Manitobans under the age of 25. Feel free to use humor, drama, or irony.

Use music, but be careful not to break any **copyright laws**.

Multilingual PSAs are welcome, especially in languages commonly spoken in Manitoba.

Speak clearly, and avoid speaking too quickly.

Get your friends involved.

## Questions?

Be sure to contact the VoteAnyway team: [VoteAnyWay@gmail.com](mailto:VoteAnyWay@gmail.com).