



Illinois Liquor Control Commission

Governor Pat Quinn • Acting Chairman Stephen Schnorf • Executive Director Gloria L. Materre

2014 **YOUR ACTIONS MATTER!** Teen Video PSA Contest Judging Criteria

1. All video submissions must be accompanied by a fully completed and signed application form for each youth participating in the contest. The contest application form, along with all other contest information, can be found at www.DontBeSorry.org/contest.htm. Videos not accompanied by completed and signed application forms (which can be sent via email in PDF format) for each youth participating will not be accepted.
2. Video submissions will be accepted in one of the following two methods, which **MUST** arrive by **Tuesday, April 8, 2014, 5pm:**
 - *****PREFERRED***** Via email at ted.penesis@illinois.gov. Include web address of video's location on You Tube (a higher quality version will be requested later for winning entries) and scanned application forms for **ALL** teens submitting entry.
 - Via mail: ILCC, Ted Penesis, 100 W. Randolph St, Suite 7-801, Chicago, IL 60601. Include application forms for **ALL** teens submitting entry and DVD/CD with video formatted to play in either QuickTime or Windows Media Player.
3. All video submissions must be created by a youth – or group of youths – 18 years of age or under who attend an Illinois middle school, junior high school, high school, or college/university.
4. Video submissions will be judged by the **2014 YOUR ACTIONS MATTER! Teen Video PSA Contest Judging Panel** (consisting of key volunteers throughout the state) based upon how the overall messaging:
 - Appeals to all adults, but particularly parents of young teens (ie, 8th graders).
 - Highlights positive behavior.
 - Alters beliefs and attitudes about providing alcohol to minors.
 - Is in a video format of sufficient quality for airing on television stations throughout the State of Illinois.
5. Winner(s) will be announced at a statewide kickoff/press event in April 2014. Then, later this year, the winning entry (or entries) will air on TV stations throughout the state.

For additional details, contact Ted Penesis at 312-814-4802 or ted.penesis@illinois.gov.