



Beyond the Game Sportsmanship PSA Competition

The Louisiana High School Athletic Association is looking forward to the new school year and we invite high school students statewide to participate in our first-ever public service announcement (PSA) competition which is part of our new Beyond the Game Program!

Most people are familiar with the term sportsmanship but not everyone understands the importance it holds for sports to be a fun and positive experience for students and everyone involved. We are asking students to use their imagination to share their visions of what sportsmanship is in hopes of bringing awareness and education to the community and the state. The PSA will run at LHSAA State Championship Events, and can be viewed year-round on Facebook, You Tube and our website!

Think you might be able to persuade high school students, coaches and faculty about the importance of having positive attitudes in sportsmanship? What about convincing the larger community of parents, supporters and boosters that their actions affect all of us too? Your idea could become our 2011 Beyond the Game PSA! There will be a cash prize awarded, by the help of our sponsors, to the student's school with the winning entry.

Our goal for this competition, and the resulting winning PSA, is to raise awareness of sportsmanship and its importance in high school sports both on and off the field.

In the following pages you will find information about the guidelines for the competition as well as an application form. Additionally, if you have any questions or concerns in regards to the competition please contact:

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(225) 296-5882
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www.lhsaa.org

About the Louisiana High School Athletic Association:

The LHSAA is a private entity that provides and regulates interscholastic athletic programs that promote fair and equitable competition among its member schools that is in the best interest of the student athlete. Our mission is to direct and regulate the interscholastic athletics of our member schools while promoting fair and equitable competition that is in the best interests of the student athletes. To find out more about the LHSAA and its many programs, visit our website at www.lhssa.org.



OFFICIAL PSA COMPETITION GUIDELINES

- **PSA Format:**

- The format of the PSA requires three parts and each one must be completed for entry acceptance:
 - Concept paper-This should be a typed document, written in paragraph form, that conveys your overall concept: the point you are making to the audience. The audience, for our purposes, is anyone involved in high school sports (students, coaches, parents, community, etc.).
 - Script-Any spoken words in the PSA must be written out in a script form, like lines in a play. Each speaker's name should be noted (i.e. narrator, boy 1 and boy 2) as well as to whom they are speaking (i.e. each other, or the audience.) Also, include key character movement as needed (for example, if one character enters a room and places their hand on another character's shoulder, you should include this in the script.)
 - Storyboard-A storyboard visually tells the story of an animation panel by panel. This can be done with drawings, computer graphics or a combination of the two. This is necessary for the director to know how to convey your story and ideas. The drawings don't need to be very detailed (i.e. stick figures are fine), but please include other elements if they are relevant to your PSA (such as drawing of books, computers, etc.) It should also convey some of the following information:
 - The setting (i.e. school, home, work, library, etc.)
 - The characters in each frame, and how they are moving.
 - The script, denoting who says what in each frame (can use cartoon-type bubbles.)
 - The time that has passed between the last frame of the storyboard and the current one (such as, "later that day.")
 - Camera placement, whether close up or far away, and whether camera is moving
- Your final PSA submission can be mailed, emailed, faxed or dropped off in person. Our physical address is 12720 Old Hammond Highway, Baton Rouge, LA 70816, and our fax number is 225-296-5919. If you wish to email your entry please submit to rtrimble@lhsaa.org. Please call us at 225-296-5882 to confirm that we have received your submission.
- Please keep in mind that we have a short window of time and a small budget for production. Your ideas will be evaluated not just on message but also on the ability to produce your idea as a PSA. We do encourage inclusion of the talented well-known speakers and local celebrities from Louisiana, but we cannot guarantee that if they are written into the script that they are available for the production.
- Any medium (drawing, computer graphics, etc.) is welcomed for any and all visual aspects of the project.

- **Requirements:**

- Students must attend a high school in the state of Louisiana and be between the ages of 14 and 18 to be eligible to win.
- Final submission must be turned in on or before the deadline of Friday, November 18, 2011 by 4:00 pm. This means we must have it in our hands by this date and time. No late entries will be accepted.



PSA APPLICATION FORM

Full Name: _____

Home Address: _____

Phone Number: _____ Email Address: _____

Age: _____ Grade: _____ Name of School: _____

School Address: _____

Did you do this for a class project or in a particular class? _____

If so, which class and who is your teacher? _____

Title of Submission: _____

By signing this form, you are stating that all artwork, writing, work, and other components of this project are originally yours and have not been plagiarized, stolen or used without permission from another party. By signing this form, you are also giving permission to use your submission, if chosen, for the basis of a final product which will be used in television and other media outlets. You are also agreeing to participate through the final production and implementation of your ideas to the final form. If for any reason, you are not able to commit to these rules and are chosen as the winner, another submission will be chosen in place of yours.

Print Name

Signature

Date