

Youth Multimedia Fentanyl Awareness Challenge Guidelines

Fall 2023

Are you Antelope Valley youth, aged 10-18? Join your peers and express yourself through the Youth Multimedia Fentanyl Awareness Challenge! This is a contest to engage youth and raise awareness of the dangers of Fentanyl and prevent overdoses. To participate, youth can submit an entry in one of the following categories:

- An Original Song
- Poetry/Written Word
- Artwork
- Video PSA (Public Service Announcement)

A winner will be chosen for each category. The prize structure for the scholarship remains the same for both individual and group entries; i.e., if a group wins the prize, the amount will be split equally among the members of the group. The prize structure is as follows:

Middle School

- **Video PSA:** \$400
- **An original song:** \$300
- **Artwork:** \$200
- **Poetry/Written Word:** \$100

High School

- **Video PSA:** \$600
- **An original song:** \$450
- **Artwork:** \$350
- **Poetry/Written Word:** \$200

Winning entries will be featured on the City of Palmdale and City of Lancaster’s websites. All participating youth will receive a Certificate of Achievement.

Entry Eligibility

To participate, the youth must have an adult advisor, such as a parent or guardian, principal, teacher, or counselor AND be a student in the following education categories.

To enter as a **Middle School Student**, you must meet the following requirements:

- ✓ Any middle school in the Antelope Valley is eligible, including but not limited to public, private, charter, alternative, and home schools.

To enter as a **High School Student**, you must meet the following requirements:

- ✓ Any high school in the Antelope Valley is eligible, including but not limited to public, private, charter, alternative, and home schools.

Winning entry participants will be required to submit a W-9 form in order to receive the monetary prize.

Contest Rules for Each Category:

- No copyrighted works allowed (names, images, music, etc.).
- Do not include the school and /or student's name(s) in your work.
- Explicit language will not be accepted.
- Do not display any images/videos, etc., that explicitly show individuals engaging in illicit drug-use behaviors (for example: swallowing pills).
- Artificial Intelligence (AI): **Submitting an entire assignment written/designed by AI is strictly prohibited.** AI technology can be used as a tool to support learning, such as generating topic ideas, or providing feedback on grammar and punctuation. Participants may integrate AI-generated content with their own ideas and writing if properly cited and evaluated for potential issues such as biases, copyright, and factual inaccuracies of the AI-generated content. Improper use of Artificial Intelligence includes: submitting an

entire assignment written/designed by AI; use of AI-generated content without evaluation of the risks of biases, copyright, misinformation, legal issues, factual inaccuracies, and other potential issues of AI-generated content; use of AI-generated content without citing the source properly. **Again, submitting an entire assignment written/designed by AI is strictly prohibited.** Any submission in question, will have their entry forfeited. It is the responsibility of the participants to create their own work and to ensure that they are not solely relying on AI-generated content.

An Original Song

By submitting an original song, you agree that:

- All submitted songs must be original and unpublished.
 - *Please see rules and guidance regarding Artificial Intelligence (AI) above.*
- The contest is requesting that you express yourself by writing a song that brings awareness to Fentanyl and other illicit drugs. Must include a call to action.
- Include written lyrics and digital submission of song. (MP3 is preferred, higher quality stems may be requested)
 - Stems in music are packaged groups of multiple tracks that have been layered together. For example, a snare drum sound is a single track while a recording of an entire drum kit is a stem. Another is a single electric guitar track while four or five guitars layered on top of one another in a stem.
- You will allow the City of Palmdale and City of Lancaster to use your song on the website, in press releases, promotional materials, social media and other products and communication strategies for the #FightFentanylAV campaign.

Poetry/ Written Word

By submitting an original poem, you agree that:

- Submitted poetry is original and unpublished.
 - *Please see rules and guidance regarding Artificial Intelligence (AI) above.*
- The contest is requesting that you create a poem that will help bring awareness of fentanyl and other illicit drugs to the people of the Antelope Valley.
 - Word count maximum: 500 words
 - It will take approximately 2 minutes to read 500 words. A 500-word count will create about 1 page with single spacing or 2 pages double-spaced when using normal 1-inch margins, 12 pt. Arial font, and a standard A4 (letter size) page size.
- You will allow the City of Palmdale and City of Lancaster to use your poetry on the website, in press releases, promotional materials, social media and other products and communication strategies for the #FightFentanylAV campaign.

Art

By submitting an artwork, you agree that:

- The artwork must be the student's original work; no hands other than the student's own should be involved in the creation of artwork.
 - *Please see rules and guidance regarding Artificial Intelligence (AI) above.*
 - Art may be created using physical mediums and/or digital mediums. Mediums for artwork may include Chalk pastels, Charcoal, Colour pencils, Crayons, Graphite, Ink, Markers, Oil pastels. These mediums may be simulated digitally, so long as they are authentically created by the designer/artist.

- Artwork may be designed on physical paper/canvas or digitally by using a free drawing platform such as Clip Studio Paint, Lunacy by Icons8, Gimp, Krita, Artweaver Free, Sketchpad, Astropad Studio, Adobe Illustrator.
- Please see AI rules above. Using AI generating tools on digital software is **prohibited**. Art is to be of your creative mindset and original.
- Artwork must be related to the dangers of Fentanyl and overdose prevention of illicit drug-use. Must include one call to action.
- Artists should include in writing describing their inspiration for their artwork.
- Original artwork must be at least 11x17 inches in size.
- You will allow the City of Palmdale and City of Lancaster to use your Artwork on the website, in press releases, promotional materials, social media and other products and communication strategies for the #FightFentanylAV campaign.

Video PSA (Public Service Announcement)

By submitting a Video PSA, you agree that:

- All submitted Video PSAs must be original and made by the student(s) participating alone.
 - ***Please see rules and guidance regarding Artificial Intelligence (AI) above.***
 - Entries should be of high audio and/or high-definition video quality. Submissions may be compressed MP3 files for judging. Original audio, music, and vocal stems may be requested with original video. Guide sheets will be provided if these items are requested.
 - Do not have any introductory images, such as the name of the video, or concluding credits at the end of the video. If you wish to submit a second version

including this information with your entry, you may do so, but please note which file is the final submission.

- The contest is requesting that you express yourself by creating a video PSA that brings awareness to Fentanyl and other illicit drugs. Must include a call to action.
- You will allow the City of Palmdale and City of Lancaster to use your video PSA on the city website, in press releases, promotional materials, social media and other products and communication strategies for the #FightFentanylAV campaign.

Entry Submissions must be submitted by Monday October 16, 2023 by 11:59 PST.