January 8, 2009

Dear High School Principal:

As you know, prom and graduation season is right around the corner. This is a great milestone in the lives of our senior high school students. To help ensure that seniors have only wonderful, happy memories of their prom and graduation, we are asking you to once again join us in an innovative program designed to help young people understand that they can have fun without alcohol at this special time in their lives.

High school seniors throughout New Jersey are being asked to develop scripts for television public service announcements (PSAs) that depict the theme "Proms and Alcohol Don't Mix." Please share the following criteria with the appropriate teaching staff in your school. Two overall winning entries will be selected, and a number of additional entries will be chosen as runner-up winners. High school students who participated in developing these winning entries will be invited to a special party at Drumthwacket, the Governor's Residence located in Princeton. The two overall winning entries will be produced and distributed for broadcast on local television stations.

Criteria:

- Each high school may submit up to three public service announcement scripts. High school students may work in teams to develop the scripts. We encourage as many senior students as possible to participate in the development of the scripts. Only senior high school students are eligible to participate in this program.

- The phrase, "Proms and Alcohol Don't Mix," must be included in the public service announcement.

- The senior students will be asked to participate in the taping of the public service announcements by appearing in the actual video and/or assisting in the production and editing. Only senior high school students from the winning school may appear in the video.

- The public service announcement must meet broadcast, on-air criteria and must be a total of thirty seconds in length. Students should time the scripts by reading them out loud prior to submission. It is critical that students adhere to this requirement since the winning entry will be professionally produced.

- All scripts must be typed and submitted on 8 ½" x 11" paper.

- No copyrighted characters, music or the use of celebrities can be used or inferred. Scripts must reflect originality, imagination and must be easily produced. (For instance, a script that is set in a location that is not easily accessible or includes many actors would not be easily produced.)

- Senior students must include details of what each "scene" should look like when it is produced on camera. For instance, students should include the time of day, the location, the specific dialogue for each person speaking and what they are wearing. (Example: John and Kelly are hanging out with a group of friends grabbing a burger after school at a local fast-food restaurant. It's a sunny day, and they are dressed in jeans and T-shirts. Everyone is talking about where he or she will be going after the prom. John: "Hey guys, did you hear about the party at Joe's house." Jane: "Yeah, sounds great. Joe has invited a lot of people over to his house.")

- The deadline for submission is Friday, March 27, 2009. All entries must be sent to the Division of Alcoholic Beverage Control, 140 East Front Street, P.O. Box 087, Trenton, New Jersey 08625, Attn: Diane Weiss, High School Prom TV PSA Contest.

If you have any questions, please do not hesitate to call Diane Weiss or Lori Rosati at 609-984-2736.

All of the winning entries will be announced in April, and production will begin immediately.

The criteria listed above can also be found on the Division of Alcoholic Beverage Control's website at "www.nj.gov/lps/abc." We look forward to reviewing your school's entries in this vital effort to keep our young people safe, healthy and alcohol-free this prom and graduation season.

Very truly yours,

Anne Milgram
Attorney General