



## HoCo Film Fest 2023-24 School Year: HC DrugFree Film Category

The 2024 film submission deadline: **Midnight on April 14, 2024**. Target audiences can include (but are not limited to): Parents/guardians or grandparents of middle school students, school staff, and other adult community members not familiar with these items, etc.

*Warning: Do not violate any school policies when shooting a video. When in doubt, please work with school staff or contact HC DrugFree's staff.*

**The 2023-24 school year theme of the HC DrugFree Category is:**

### **KNOW Your No!**

This category was chosen to showcase the ways teens stay true to their personal values, stand up to peer pressure, and avoid risky behaviors by using Refusal Skills, all while keeping their friends.

*"In the KNOW"* is one of HC DrugFree's larger education campaigns, so filmmakers should be familiar with that campaign before creating videos. For more information, click on *"In the KNOW"* on HC DrugFree's homepage at [www.hcdrugfree.org](http://www.hcdrugfree.org).

#### **HC DrugFree PSA category submissions requirements:**

- Please be sure that HC DrugFree is spelled correctly and doesn't include additional spaces. **HC DrugFree** really is our **legal** name. Please do not get creative with our name and be sure spellcheck doesn't incorrectly edit a space between Drug and Free.
- A cover screen with HC DrugFree's logo along with a catchy description about your specific PSA topic.
- Submissions must include a closing screen with HC DrugFree's logo and contact information ([www.hcdrugfree.org](http://www.hcdrugfree.org), 443-325-0040, and [Admin@hcdrugfree.org](mailto:Admin@hcdrugfree.org)).
- The names of the student video team members should appear on the next to the last screen and include school(s). If done as a class project or with the guidance of school staff, feel free to include staff names.
- Videos can be as short as 30 seconds or as long as 2 minutes. Do not exceed 2 minutes. The time does not include the final cover screen with HC DrugFree's logo and

contact information. Be sure to allow that final HC DrugFree contact screen to remain visible for at least 10 seconds, but no more than 30 seconds.

- Because this is a public service announcement, if HC DrugFree's logo and contact information is missing or not correct, the video will be disqualified from the contest, but after the contest, HC DrugFree may request edits and use the video.

For the updated guidelines, please visit: [www.hcdrugfree.org/hoco-filmfest](http://www.hcdrugfree.org/hoco-filmfest)

To view the HoCo Film Festival website, please visit: [hocofilmfest.weebly.com](http://hocofilmfest.weebly.com)

Email HC DrugFree's Executive Director, Ms. Joan Webb Scornaienchi at [Admin@hcdrugfree.org](mailto:Admin@hcdrugfree.org) to **request HC DrugFree's logo**. HC DrugFree's staff is available to answer your questions, so when in doubt, contact them.

We look forward to playing your films.

Good luck!