



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition

Overview

In response to the always increasing new cases of HIV/AIDS, WOW! /J4L has founded the **Hope for Our Youth (HFOY)**, HIV/AIDS National Awareness Campaign. This national HIV/AIDS awareness campaign was founded because we believe that in the U.S., complacency has set in regarding HIV/AIDS. Many people believe that because medical technology has progressed to a point where infected people can live longer, HIV/AIDS should no longer be a priority in the US.

Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition (SUKP PPTDAC), sponsored by WOW! Productions Inc., Alameda County Public Health Dept. Office of AIDS, and the J4L Foundation, is a competition that provides a platform to creatively explore issues that surround HIV/AIDS in the areas of education, prevention and testing among youth in our community. The winner's creations from all three genres will be used in conjunction with all of the HFOY, HIV/AIDS National Awareness Campaign resources.

The students will become directly involved in making a difference in their immediate circle of friends, family and neighbors within their community. The SUKP PPTDAC will raise the awareness of this pandemic of HIV/AIDS and alert the community of the issues our youth are facing in the wake of new cases of HIV in the city of Oakland and within the demographic of 14 - 24 year olds.

The competition seeks to encourage students to find and use their voice by conveying a fresh approach with culturally unique storylines, ideas and situations that encompass HIV/AIDS issues within their world. Entries are due by **May 2** and will be carefully reviewed by a prominent panel of judges. The winners will be announced on **May 18** and will receive Poetry- Laptop computer, PSA Treatment – Mini Camcorder and Dramatic Arts Piece – Portable DVD Player.

The mission of **Student's United in Keeping the Promise, Contest & Education/Prevention Testing Rally** is to raise the general public's awareness of the most recent data concerning HIV/AIDS in their community. In doing so, we fall inline with the Alameda County Public Health Department's Health Status Report, 2006 goals.^a With rapid changes in the number of new cases of HIV/AIDS in the African American population the need for education/prevention has never been greater. We are ultimately assisting in making our communities a better place to live, work and play.

WOW! Productions, Inc.

WOW Productions, IncTM is a company like no other, destined to make its mark, in the entertainment genre. We specialize in music production, event planning, film, concerts, wellness fairs and community redevelopment.

Our vision at WOW! is commitment to excellence and dedication to our clients. We strive to be just a little friendlier and more in tuned with the needs of our clients. We collaborate with leading experts in video, music and all other entertainment genres. Through competitive analysis and feedback from our clients, we will make your next event a WOW! Production!

WOW! Expertise lies in cutting edge concepts from implementing events, personal shopping, to Public Relation & Marketing consulting, fundraising for both for Profit and Non Profit organizations. For example, our flagship entity *J4L Foundation™* consist of several programs to assist nonprofit organizations and/or individuals which helps raise financial support and awareness of social issues such as HIV/AIDS among youth, teenage pregnancy and the exploitation of adolescents just to name a few.

The J4L Foundation, Inc.

In 2005, Co Founders, LaTrina Reed and Launita Robinson decided that it was time to do something. The world was changing at an alarming rate for the worst, causing the already underrepresented masses to fall deeper within the cracks in the system. Due to lack of awareness and funds vital service organizations that were a benefit this population were no longer there, in response to this predicament the J4L Foundation, Inc. was born.

The J4L Foundation, Inc. consists of several programs that work as a cohesive unit. The programs are as follows; *Hope for Our Youth™*, *HIV/AIDS National Awareness Campaign (HFOY)*, founded in 2005, because we believe that in the U.S., complacency has set in regarding HIV/AIDS. This campaign will infiltrate our high schools and college campuses across the U.S. with the message of "get tested...get YOUR results and live your life". *Fashionscape™*, a benefit fashion show that makes use of the fashion community locally and nationally (i.e. designers, models, hair and makeup artists) with the donation of their talents. Allowing them to actively participate in changing the world or at least the community where they reside. It also provides a forum for nonprofit organizations working on the frontline addressing commonly minimized or ignored problems that affect our communities to receive recognition for their work and a financial contribution. *Day of Beauty™*, a day of pampering for well deserved women and girls who are in need of a loving boost. The significant women are those who have been battered and young girls in foster care. *SistaFriends™*, founded in 2000, is a mentorship and empowerment organization for Jr. High and High school girls.

Hope for Our Youth, HIV/AIDS National Awareness Campaign

Founded in 2005, the Hope for Our Youth, HIV/AIDS National Awareness Campaign's motivation is to reach all areas where our young people are assembled in large numbers. WOW! believes these areas are our schools, universities and churches. We believe that in the U.S., complacency has set in regarding HIV/AIDS. Many people believe that because medical technology has progressed to a point where infected people can live longer, HIV/AIDS should no longer be a priority. Young people in the United States are at constant risk for HIV infection. Continual prevention outreach and education efforts are required as new generations replace the generations that benefited from earlier prevention strategies.

Following is information regarding the application process and competition deadlines:

Competition Deadlines: The SUKP/PPTDAC competition is open to all races and ethnicities; however submissions are to address the issue of HIV/AIDS in the areas of education, prevention and testing. The competition begins **April 2, 2007** and ends **May 2, 2007**. The 6 finalists will be announced on **May 9, 2007**; and the winner will be announced on **May 18, 2007**.

Application Guidelines: The application package is available:
Send request via email - hopeforouryouth@yahoo.com
EOSA – Ms. Valley Townes – Music Building or Ms Maya Gurantz – Dance Room
Youth Uprising website – www.youthuprising.org

General Information: Specific questions can be directed to WOW! Productions, Inc. - hopeforouryouth@yahoo.com



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece

Competition Rules

HOW TO ENTER

This competition begins on **April 2, 2007** and ends **May 2, 2007**. The 6 finalists will be announced on **May 9, 2007**; and the winners will be announced on **May 18, 2007**. Entrants must complete and submit an application packet which can be obtained: **email request** – hopeforouryouth@yahoo.com, **EOSA** – Ms. Valley Townes – Music Building or Ms Maya Gurantz – Dance Room, **Youth Uprising facility (8711 MacArthur Blvd. Oakland, CA 510.777.9909)** or **website** – www.youthuprising.org and received by **May 2, 2007** if handing in packet or **May 4, 2007** via US Postal Service. Please mail ALL submissions to: **SUKP Competition, ATTN: Selection Committee, PO Box 14582, Oakland, CA 94614** Sponsors assume no responsibility for any computer, telephone, cable, network, satellite, electronic or Internet hardware or software malfunctions, failures, connections, availability, or garbled or jumbled transmissions, or service provider/Internet/website/use, net accessibility or availability, traffic congestion or unauthorized human intervention. Sponsors reserve the right to terminate the competition in whole or in part by giving such notice, in any form and manner deemed appropriate by Sponsors.

ELIGIBILITY

This competition is open to legal residents of the United States (excluding Puerto Rico). The competition is reserved for students (grade 9 thru grade 12) enrolled in an accredited high school in Alameda County. Employees, and their immediate families (spouses, parents, children, siblings, and their respective spouses), including household members of WOW! Productions, Inc, J4L Foundation, Inc. and their respective affiliates, subsidiaries, divisions, advertising and promotion agencies are not eligible to enter. VOID IN PUERTO RICO, OUTSIDE OF THE UNITED STATES, AND WHERE PROHIBITED BY LAW. This competition is subject to all federal, state and local laws. By entering this competition, each entrant agrees to release and hold harmless the Sponsors and their respective parent companies, affiliates, subsidiaries, agencies, employees, officers, directors, representatives, and advertising and promotion agencies from any injury, loss, death, damage, action, claim, demand or other liability that may occur from entrant's participation in this competition or from the acceptance or use of any prize awarded, or attendance at any event. Sponsors reserve the right to verify eligibility qualifications of any winner. U.S. law governs this competition. By entering, entrants agree to be bound by these Official Rules.

CONDITIONS OF ENTRY

An eligible entry, as described above, must be received by May 4, 2007. Incomplete entries are void. By entering, entrants agree to comply with these Official Rules, including all eligibility requirements. Sponsors are not responsible or liable for lost, stolen, mutilated, incomplete, incorrect, delayed, late, interrupted, illegible or misdirected entries. Entries will not be returned.

PRIZES

One (1) winner from each category will receive a prize indicative to their genre; Poetry- Laptop computer, PSA Treatment – Mini Camcorder and Dramatic Arts Piece – Portable DVD Player and the opportunity for their works to be used with the HFOY educational/prevention workshops, HFOY marketing, etc. at WOW/J4L's sole discretion. The winner may waive their right to receive the prize and an alternate winner will be selected from the entries received. No substitution or transfer of prizes permitted, except at the sole discretion of Sponsors. If a prize is unavailable, Sponsors reserve the right to substitute a prize of equal or greater value. All prizes will be awarded ten (10) business days after the announcement of winners pending the receipt of the Letter of Prize Acceptance by the Sponsors.

DETERMINATION OF WINNER

Sponsors will select six (6) finalists (*2 in each category*) from among all eligible entries received by the deadline date May 2, 2007. The six (6) Finalists will be announced on or about May 9, 2007. **The winners will be announced on May 18, 2007.** The Selection Committee made up of prominent members of the African American creative and artistic community, African American leaders and HIV/AIDS experts will select the winners from the six (6) finalists. The selection process shall be conducted under the supervision of the Sponsors. Sponsors shall choose the winner based on their creativity to evoke a fresh and culturally unique angle on the issues in a way that resonates with the youth. Sponsors and the Selection Committee shall select the winners at their sole discretion.

GENERAL CONDITIONS

All entrants are required to submit and return a Submission Agreement Affidavit along with their entries. The potential Winner will be required to sign and return a Letter of Prize Acceptance, Waiver of Liability, License Agreement and certain other documents required by Sponsors within five (5) days of notification or they will forfeit their prize and an alternate potential winner will be chosen. Where permitted by law, the Winner (except in the case of a minor) agrees to grant Sponsors and Sponsors' licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide, in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the Winner's name, portrait, picture, voice, likeness and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for, or provide biographical information for use in, any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews as may be determined by Sponsors. Failure to make such appearances or grant such rights may result in disqualification with an alternate winner or potential winner selected; and while not obligated to do so, Sponsors may at their sole discretion, bear such reasonable costs and expenses which Sponsors, at their sole discretion, deem appropriate for winner or potential winner to appear for a presentation or other activity. Further, by accepting a prize, Winner agrees to release and hold harmless Sponsors, their parent, subsidiaries, licensees, affiliates, subsidiaries, advertising and promotion agencies, and their respective directors, officers, employees, representatives, and agents from any and all liability for any injuries, loss, or damage of any kind to person, including death, and property arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any competition-related activity, or participation in this competition. Odds of winning depend on the number of eligible entries received. In no event will sponsors, their parent, subsidiary, licensees, and or affiliates and related companies, their

sponsors, advertising or promotion agencies or their respective officers, directors, employees, representatives, and agents be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to or use of internet sites www.KMEL.com or the downloading from and/or printing of material downloaded from said site. Without limiting the foregoing, everything on this site is provided "as is " without warranty of any kind, either express, or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages, so the above limitations or exclusions may not apply to you. Check your local laws for any restriction or limitations regarding these limitations or exclusions.

Sponsors reserve the right, at their sole discretion, to disqualify any individual they find, at their sole discretion, to be tampering with the entry process or the operation of the Competition or Website; to be in violation of the Terms of Service of the Sponsor's web site; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

DISPUTES

As a condition of participating in this Competition/Promotion, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Competition/Promotion, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in the State of California having competent jurisdiction, which Court shall apply the laws of California without regards for doctrines of Conflict of Law. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, nor consequential damages, or any other damages, including attorney's fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Competition/Promotion), and participant further waives all rights to have damages multiplied or increased.

WINNERS LIST

For the name of the Winner, available after *June 1, 2007*, log on www.myspace.com/wowproductionsinc

SPONSORS

WOW! Productions, Inc., Alameda County Public Health Dept. Office of AIDS Administration, J4L Foundation

PARTNERS

Youth Uprising, Cal-PEP, HPAC/EBAC, AIDS Project of the East Bay, Castlemont Community of Small Schools, East Bay School of Performing Arts, Children's Hospital (Youth Uprising Clinic)

Open to legal residents of the United States (excluding Puerto Rico). All students enrolled in an accredited high school in Alameda County,



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition Official Application Cover Page and Checklist

(Place this page on the top of your application)

- Application cover page and checklist (original and 5 copies)
- Brief summary of the story/screenplay—1 page maximum (original and 5 copies)
- Signed submission agreement affidavit (original only)
- Poem – 1 page (original and 5 copies)
- PSA Treatment - 2 pages (original and 5 copies)
- Dramatic Arts Piece – 3-6 pages (original and 5 copies)
- Statement of purpose—1 page maximum (original and 5 copies)
- Resume or bio (A bio or resume must be submitted for each person in group 1 page)

- Competition Application — (original and 5 copies)

A TOTAL OF SIX COLLATED PACKAGES MUST BE SUBMITTED BY MAY 2, 2007. (HAND DELIVERED APPLICATIONS WILL NOT BE ACCEPTED AFTER 5:00 PM, MAY 2, 2007). MAILED APPLICATIONS MUST BE POSTMARKED BY MAY 2, 2007 MUST BE RECEIVED BY 5:00 PM, MAY 5, 2007. INCOMPLETE OR LATE APPLICATIONS WILL NOT BE PROCESSED.



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Treatment for PSA

Write a treatment (summary of story) of the Public Service Announcement. Your topic should center on HIV education, prevention and or testing. The summary should be a maximum of 1000 words DOUBLE spaced on two pages, **NO** more than two pages. **NO** vulgar language is allowed. Use of vulgar language will result in immediate disqualification. The treatment should create a 2 minute piece.



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Dramatic Arts Piece

The topic of this piece should focus on the situations surrounding HIV/AIDS education, prevention and testing. The piece should be from 5 – 10 minutes long, use the standard three (3) ACT play format, DOUBLE spaced. Absolutely **NO** vulgar language will be tolerated, use of will result in immediate disqualification.



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Poetry Guidelines

The topic of each poem should reflect on a situation dealing within the parameters of HIV/AIDS education, prevention and testing. Absolutely **NO** vulgar language will be tolerated and will result in immediate disqualification. All poems must be 3 – 5 minute presentation typed 1 page DOUBLE spaced.



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Signature Page

Please print

Date: _____

Name of submitted piece: Poem PSA Treatment Dramatic Arts Piece *circle one*

Name: _____
Last *First*

Address: _____
Street *City* *Zip*

Phone: _() _____ Email: _____

I, _____, represent that this is my original work. I submit my piece of work to the *Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition* (SUKP PPTDAC) for consideration.

Signature of Applicant:

Name

Date

Printed Name of Applicant

First Name

Last Name

Date



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition Submission Agreement Affidavit

Date: _____

Title of submitted piece Poem, PAS Treatment or Dramatic Arts Piece (*circle one*)

Please print

I, _____, am submitting the material identified above (the "Material") for entry in the *Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition*, (the "Competition"). In connection with my submission of the Material and entry in the Competition, I make the following representations:

1. The Material is an original work created by me. I have the sole and exclusive right to submit the Material to the Competition, and I have the sole and exclusive right, power and authority to grant any and all rights in and to the Material. I have retained a copy of the Material and understand that WOW! Productions, Inc., the J4L Foundation (The Foundation), the Alameda County Office of AIDS Administration and the Competition are under no obligation to preserve or return my Material.

2. I acknowledge and agree that the decisions of WOW! Productions, Inc., the J4L Foundation (The Foundation), the Alameda County Office of AIDS Administration and the Competition Selection Committee shall be final and binding in all aspects of the Competition and selection of winners. And, I have read, understand, and agree to be bound by all terms of the Competition's Official Rules.

3. In the event I am selected as the winner, I understand that such selection and the provision of any prize to me is contingent upon my completion and execution of any and all additional documents, representations and releases that may be required by WOW! Productions, Inc., the J4L Foundation (The Foundation), the Alameda County Office of AIDS Administration and the Competition, including a license agreement granting WOW! Productions, Inc. the right to exhibit the film at its discretion, in perpetuity without restriction.

4. I recognize that as a result of this Competition and because of WOW! Productions Inc.'s position in the entertainment industry, WOW! receives numerous submissions and suggestions for programs, scripts, stories, themes, plots, titles and other materials that may duplicate or resemble the theme, idea, story, title or plot of my Material. Accordingly, I understand and agree that WOW! Productions, Inc., the J4L Foundation (The Foundation), the Alameda County Office of AIDS Administration and the Competition have no obligation to compensate me for the choice or use of any material obtained or developed independently

even if such material contains features and elements similar or identical to those contained in my Material. I will indemnify WOW! Productions, Inc., the J4L Foundation (The Foundation), the Alameda County Office of AIDS Administration and the Competition Selection Committee from and against any and all claims, demands, actions, causes of action, damages, expenses, losses or liabilities that may be asserted against WOW! Productions, Inc. in connection with the Material and/ or by reason of any breach or alleged breach of any representation, warranty or agreement made, by me hereunder. I will not at anytime execute any further agreement or agreements in conflict herewith nor in any way attempt to encumber the Material or do or cause or permit to be done any act or thing by which the rights herein granted and purported to be granted may in any way be impaired.

5. I represent that I am at least eighteen (18) years old. If I am not at least eighteen (18) years old, the name/signature below represents my legal parent or guardian. Any misrepresentations of the below information will result in immediate disqualification from the competition.

Applicant name:

Title of submitted piece Poem, PSA Treatment or Dramatic Art Piece: *circle one*

Please print & sign in blue or black ink

Signature _____

Name _____

Street address _____ City _____

State _____ Zip _____

Telephone _____

Please fill out if under 18 years old

Name of Parent

Signature of Parent

_____ Date _____

Please submit original signatures, entries without original signatures will NOT be processed. Each person entering the contest must submit a separate form (make additional copies if needed.)



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition Brief Statement of Purpose

Write a brief essay explaining why you want to enter this competition, how your Poem, PSA treatment or Dramatic Arts Piece might impact the AIDS epidemic in America and why audiences will want to see your work. Please include any information about what has inspired you to pursue this subject and or how you have been touched by HIV/AIDS. This summary should be a maximum of 800 words and or one page.



Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition

Frequently Asked Questions

1. What is the deadline for submitting applications?

May 2, 2007. Applications postmarked after **May 2, 2007** will be disqualified from the competition. There is no need to "overnight" or "priority mail" your application as long as the package is postmarked on or before **May 2, 2006**. However, because the competition committee is not responsible for applications that are lost in the mail, registered or certified mailing is encouraged.

2. When/Where will the Competition winner be announced?

Six (6) finalists will be announced on May 9, 2007. **One (1) winner will be announced from each genre on May 18, 2007.** Winner will be announced during the performance assembly at Castlemont Communities of Small Schools, and the WOW! Productions, Inc., My Space page website, (www.myspace.com/wowproductionsinc). Winner must return a signed Letter of Prize Acceptance, Waiver of Liability, License Agreement and certain other documents required by Sponsors within ten (10) days of notification or they will forfeit their prize and an alternate winner will be chosen. These documents will be sent to the winner at the address listed on the application cover page.

3. May more than one person submit poem, PSA treatment Dramatic Arts Piece as a collaborative effort?

Yes. Writer-Director teams are welcome to apply as a group. However, each member of the 'team' must be listed on the application and on the support documents. Only ONE contact person and address should be listed for notification.

4. Will application materials or support documents be returned to applicants?

No. The competition will not return poems, PSA Treatments, Dramatic Arts piece, or any additional information submitted by applicants. It is the sole responsibility of the applicant, therefore, to keep copies of any and all submitted material if they would like to have a copy for their records. If our panel does not select your submission, we encourage you to try to produce it on your own.

8. How long should a treatment for a Public Service announcement (PSA) be?

For a 5 - 10 minute PSA, the treatment, for this competition should be between 2 - 5 pages.

9. Must the concept be my own original idea or can I get the 'idea' from another source?

The story, screenplay, or treatment **MUST** be original and the intellectual property of the applicant(s).

10. Can I submit a Storyboard along with my other application items?

Yes. Though it is not required to submit a storyboard with your application, any submitted material that can offer the selection committee more information regarding your 'vision' for the PSA treatment is welcome.

11. What exactly is a "treatment?"

A "treatment" is a written narration of the plot points of a screenplay. It describes the story from its beginning to end, much as someone would convey their script in a verbal conversation. Although it varies in length, for the purposes of the Competition, it is from two to five double-spaced pages.

The following is expected of a treatment:

1. 1. It is told in the present tense.
2. 2. All characters' names are written in BLOCK CAPS when they are first introduced.
3. 3. It rarely contains dialogue, unless germane to the story.
4. 4. It chronicles the first, second and third acts of the story (approximately one act per page), including the key turning points and the resolution, but does not label the acts.

Examples of film treatments can be found online, or at your local library or bookstore.

12. Why do I have to submit a "resume" or "bio?"

Resumes and bios are required for two reasons.

1. To help the Jury evaluate your ability to complete the project, and
2. To provide information about the winner for press purposes.

13. What if I don't have a "resume" or "bio?"

A resume or bio **MUST** be submitted with the application. Do your best to formulate some sort of resume or bio to go along with your application that indicates your work and educational experience, particularly any experience associated with studying film or actual filmmaking. If you are submitting an application as a "team" or a "group," **ALL** members of the team should submit separate resumes/bios. If you are submitting an application as a class, then your teacher/professor must submit her/his resume and bio.

14. What should I write in my "Statement of Purpose"?

Your personal statement should give the selection committee insight into why you entered the competition, and why it would be important to you to be able to be a part of making a short film on AIDS and Black communities in America.

16. Can applicants submit more than one poem, PSA treatment or Dramatic Arts Piece for consideration? Yes. But, you must submit a completely separate application packet for each idea.

18. Do I need to submit copies?

Yes, a completed application package must include one (1) original and five (5) copies of all requested documents.

19. How are the winner selected?

A judging committee made up of prominent members of the creative and artistic community along with noted TV personalities, authors and performers, and leaders and HIV/AIDS experts will then select one (1) winner in each genre.

20. What if I have questions that aren't answered here?

1. If you have any additional questions, please send an e-mail to hopeforouryouth@yahoo.com