

**Maricopa Association of Governments**  
**Youth Empowerment Project**  
**Public Service Announcement**  
**Competition Guidelines**



**General Guidelines:**

**Competition entries must:**

- Be submitted by youth 12-19 years old residing in Maricopa County.
- Be submitted in print ad or Web banner categories.
- Fit within format guidelines for the categories.
- Include main messages about teen dating violence.
- Be submitted by an individual or a group (limit of 2).
- Be judged for inclusion of specified teen dating violence messages, clear visual concept, impact of concept, interest to teens, and creativity.

**Entry Categories:**

- **Print:** Design a print ad to run in local newspapers and/or magazines in paper. The ad may also be used on other educational and promotional items for the *Web of Friends* Web site. These items may include *Web of Friends* cards, t-shirts, magnets, etc. Entries may be as simple as drawings or as elaborate as computer graphics. Print entries should be 8 ½ x 11.
- **Web Banner:** Design a Web banner for downloading onto Internet sites. The banner design may also be used on other educational and promotional items for the *Web of Friends* Web site. The banner may include animation and should be created as a half page ad (300 x 600 pixels or 3 1/8 x 6 3/8 in). Entries must be saved in one of the following formats: .JPG, .GIF or .SWF (Flash) files and submitted electronically to [rtenney@mag.maricopa.gov](mailto:rtenney@mag.maricopa.gov).

**Main Messages:**

- Dating violence is never okay
- Visit [WebofFriends.org](http://WebofFriends.org)
- Pick one sign from any of the following categories to incorporate into your entry:
  - Healthy Relationships: Honesty, Trust
  - Cautionary Relationships: Insecurity, Jealousy
  - Unhealthy Relationships: Insults, Hitting

**PSA Competition Deadline:**

- Entries must be submitted by December 12, 2008.
- Entries may be mailed to: **Maricopa Association of Governments**  
302 1st Ave. Ste. 300, Phoenix, AZ 85003  
or sent by email to [rtenney@mag.maricopa.gov](mailto:rtenney@mag.maricopa.gov)
- Questions? Call Renae Tenney at (602) 254-6300.



**See the Signs.**



**the Abuse.**

[WebofFriends.org](http://WebofFriends.org)

