

2012 O[yes] PSA Contest Information for Sponsors

Contest Goal:

Inspire high school students to create video entries that will raise awareness among teens about on-the-job safety. The videos are also intended to help employers recognize the important role they play in training and protecting young workers.

How Financial Contributions will be used in 2012:

- Cash prizes: the top three entries will be awarded cash prizes ranging from \$300 to \$500 with matching amounts awarded to their respective school.
- All finalists will receive a \$25 gift card, and a certificate.
- Facility rental and refreshments for a public screening to announce winners and view the top finalist videos in April 2012.
- Purchase Facebook advertisements targeted to Oregon teens to publicize the contest.

Impact of 2011 Contest:

- The efforts of 65 Oregon high school students resulted in 27 video submissions for the 2011 contest.
- Cash awards were distributed to top three entries with matching awards to respective high schools at an awards ceremony in Salem. Media coverage of this event included TV and newspaper coverage in Bend, Springfield, and Salem.
- Top videos are available on YouTube for viewing. The 2011 contest finalist videos received more than 10,800 views on YouTube.
- Winning videos were used as teaching tools during O[yes]-sponsored workshops and classes to middle and high school students during spring 2011 and at O[yes] exhibits at events targeted to youth during Spring 2011.
- Top 2011 videos were shown to health and safety professionals and students at Governor's Occupational Safety and Health Conference (GOSH) 2011.
- The videos are used in a number of outreach activities around the state, in schools and with employer groups, for educational purposes.

Benefits to Your Organization:

- The name of your organization will be identified as a 2012 PSA Contest sponsor on press releases identifying contest winners, on the O[yes] website and at the screening event.
- Your organization will join O[yes] in supporting young people eager to share safety messages with their peers and to spread the word about the importance of on-the-job safety.