30-Second PSA Video Making Contest

Objective: The aim of this online contest is to inspire participants to create brief, impactful videos that raise awareness about cyber security.

Submission Deadline: 29th Oct 2023

Eligibility: Open to all school and college students

What is a PSA?
A message shared with the broader public that increases awareness of a problem is known as a public service announcement, or PSA. Public service announcements (PSAs) frequently aim to inform their audience, but they can also serve to motivate people to act or make changes.

How To Participate?
Create PSA videos promoting a specific cybersecurity or privacy topic that educates the general public about using the internet safely, securely, and effectively.
Students can submit short (30 seconds), creative, and informative videos, in Hindi or English, <u>on any one</u> of the given themes, about explaining a cybersecurity or privacy problem and specific actions people can take to protect themselves online and safeguard their devices and personal data. It can be an individual or a group submission.

Your PSA must include the following components in the 30-second duration:

1. Clearly state/show the topic (catchy/informative) title at the beginning.
2. Explain what the topic is <u>and</u> why it is important.
3. Three steps to prevent/mitigate/protect.

PSA Themes

1. Phishing
2. Confidentiality, Integrity, and Availability (CIA)
3. Deepfakes
4. Incident response
5. Personal Security
6. Romance Scam
7. Ransomware

<mark>Submission Guidelines</mark>

Content

1. Submit your 30-second video in a common digital format (e.g MP4 or MOV) suitable for online viewing. The video must be an original work.
2. Videos must be understandable for the general public. Video submissions should be in Hindi or English.
3. Positive, action oriented messages are highly recommended and will be viewed favorably during the judging process. (Tone is important!)
4. Video entries must have end credits (not part of the 30 second PSA length) that list team members, their roles, and acknowledge any copyright materials.

5. Video quality should be 1080p or higher. It should be less than 100 MB.
6. Videos should use closed captioning for accessibility. All captions should be in Hindi or English.
7. Video must use correct and consistent spelling, punctuation, grammar, and capitalization.

Video content must NOT:

1. Promote illegal behavior.
2. Use inappropriate or obscene language.
3. Discriminate against or support individual prejudice towards others along ethnic, racial, religious, or sexual ground.
4. Invade the privacy of any person.
5. Support or oppose a candidate for elective office or advocate for the passage or defeat of legislation or a ballot measure.
6. Videos deemed inappropriate will be disqualified.

Rules

1. A link to the video entry must be provided. This video entry must be available/accessible till the winners are announced.
2. Videos must be generic (do not reference any specific school, applications, tools, websites, or vendors).
3. Teams can only submit one video entry. Students must be from the same school for group submissions.
4. Multiple submissions are allowed from the same school, but there must be no overlap in membership across submissions. There is no limit to team size.

Judging Criteria: Entries will be assessed based on the following criteria:
1. Clarity and effectiveness of the cyber security message.
2. Creativity and originality in conveying the message.
3. Impact of the video within the 30-second time frame.
4. Relevance to the cyber security awareness theme.
5. Overall presentation and quality of production.

How to Submit Submit your work to josh@jagrannewmedia.com through:

1. Email attachment (25 MB max)
2. Google Drive link (100 MB max)
3. YouTube link
4. Ensure that the File is named in the following format: competition-name_participant-name

Prizes for Winners

Recognition in the form of Certificate by India's #1 Education Portal – JagranJosh.com (20 Million + Unique Users/month. Source: ComScore May '23, India)