



Fearless! Hudson Valley's

## Break The Cycle – Public Service Announcement (PSA) Contest

### 2026 Contest Guidelines

**Fearless!** invites youth to participate in our Public Service Announcement (PSA) Contest in recognition of Teen Dating Violence Awareness Month. We're calling on middle and high school students to use their voice and creativity to help educate their peers on the difference between healthy and unhealthy relationships. **1 out of every 3 teens** are impacted by dating violence before the age of 18, regardless of race, socioeconomic status, sexual orientation, gender identity, religion, or any other social identity. The types of dating violence include emotional/mental, verbal, financial, physical technological, and sexual abuse. Relationships, often times, are over-fantasized by social media, television, movies, music and advertising.

**Theme:** Healthy vs. Unhealthy Relationships

**Submission Deadline:** Friday, February 13, 2026, at 5PM

We are looking for PSAs that creatively show what healthy and unhealthy relationships look like. Submissions can highlight red flags and green flags, signs of emotional abuse, or healthy communication. The tone may be empowering, educational, emotional, bold, or creative, as long as it stays on theme. Use questions such as: What does a healthy vs. unhealthy relationship look like? How can we recognize warning signs and strengths in the relationships around us? Friendships are another type of relationship that can be used to show healthy vs. unhealthy characteristics as well. This is your time to use creativity to explore different relationships in your life and help change the narrative of unhealthy relationships in society.

**Winners will be announced on the evening of February 28, 2026, in recognition of the final day of Teen Dating Violence Awareness Month.** All winners will also receive a letter of recognition and appreciation sent to their schools. In addition, first-place entries will be featured throughout the year in Fearless! Hudson Valley's educational materials, social media, and other digital platforms to help raise awareness and promote healthy relationships.

#### For Additional Information:

**W:** [fearlesshv.org/psa-contest](https://fearlesshv.org/psa-contest)

**E:** [education@fearlesshv.org](mailto:education@fearlesshv.org)

**P:** 845-562-5365 ext. 131

#### PSA Contest Funding Provided



Advocacy | Support | Education | Prevention | Shelter

[fearlesshv.org](https://fearlesshv.org)



**24-Hour Hotline**  
845-562-5340

**Fearless! Hudson Valley, Inc. - Certified 501(c)(3) Nonprofit**  
P.O. Box 649 Newburgh, NY 12551 | 845-562-5365 | [admin@fearlesshv.org](mailto:admin@fearlesshv.org)

# Public Service Announcement Contest Requirements

*Fearless! Educators are available to visit classrooms or groups in-person or virtually to give a presentation and share information as part of students' research on understanding the Digital Contests.*

**Eligibility:** Any public, private, parochial, or home-schooled student in grades 6 – 12 in Orange and Sullivan Counties, New York, during the school year of 2025-26. Submissions can be made by individuals or teams of up to 3 students. All material must be original work. Copyrighted or AI material will be automatically disqualified. Participants must review and follow the guidelines provided.

Submissions will be judged by category on a combination of creativity, personal vision and voice, skill, originality, and depth of understanding for healthy vs. unhealthy relationships. Please review the requirements below for further details. Please see the rubric that the judges will be using to score the submissions on the following page. **Students may only submit one submission.**

- **Accepted Media Advertisements are as follows:**

- Digital Slide Show, Collages: must be digital with 5-7 original photos
- Skit, TikTok or YouTube Short (30-60 Seconds)
- Original Music/Song (45-60 Seconds)
- Radio announcement (30-60 Seconds)

**Winners:** Winners will be announced on the evening of February 28, 2026. First and second place prizes will be awarded in both the 9<sup>th</sup>-12<sup>th</sup> grade and 6<sup>th</sup>-8<sup>th</sup> grade categories. 1<sup>st</sup> place winners will receive a \$50 gift card (individual winners receive \$50; teams of 2 receive \$30 each; teams of 3 receive \$20 each). 2<sup>nd</sup> place winners will receive a \$25 gift card (individual winners receive \$25; teams of 2 receive \$15 each; teams of 3 receive \$10 each). All winners will also receive a letter of recognition and appreciation sent to their schools. In addition, first-place entries will be featured throughout the year in Fearless! Hudson Valley's educational materials, social media, and other digital platforms to help raise awareness and promote healthy relationships.

**Submission Deadline:** Friday, February 12, 2026, by 5:00 pm

**Submission Location:** [www.fearlesshv.org/psa-contest](http://www.fearlesshv.org/psa-contest)

**Any submissions used with AI or plagiarized in any fashion will automatically be disqualified.**



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# Public Service Announcement Creative Requirements

## Skit, TikTok or YouTube Short:

Create a video of a scenario or message that portrays a 'Healthy vs. Unhealthy Relationship'. Get creative by using the people in your life, places in your community and/or objects to allow for your message to get across.

### Requirements:

- Length: 30–60 seconds of original work
- Must include opening credits with student name(s) and the title of the piece
- Use of original, performative content (not copied or created by someone else)
- No profanity, nudity, or inappropriate content (including in music)
- Formats accepted: mp4 or mov

## Digital Image Slide Show:

Create a slideshow that depicts your beliefs surrounding a 'Healthy vs Unhealthy Relationship'. Get creative by using different scenery, people in your community and/or objects to allow for your message to get across.

### Requirements:

- 5-7 original images
- Include 5–8 sentences explaining how the images connect to your message (verbal/audio explanation encouraged but not required)
- No profanity, nudity, or inappropriate content
- Formats accepted: jpeg, png, pdf, pptx, mp4 or mov

## Original Music:

Submit self-produced music that portrays a 'Healthy vs Unhealthy Relationship'. Students can showcase their creativity by addressing personal experiences, creating a realistic narrative or personal definition of relationships.

### Requirements:

- Length: 45–60 seconds of original work
- 5–8 sentences explaining the message behind your lyrics or sound
- No explicit or inappropriate content
- Formats accepted: mp3 or wav

## Radio Announcement:

Create a PSA similar to what might be played on radio, Spotify, or Pandora. Your message should be engaging, concise, and informative, while conveying a message about 'Healthy vs Unhealthy Relationships'.

### Requirements:

- Length: 30–60 seconds
- No profanity or inappropriate content (including in background music)
- Formats accepted: mp3 or wav



# PSA Contest Judges Rubric

The art contest judges will be using the following rubric:

**RATE EACH CATEGORY USING 1-4 AS DESCRIBED BELOW, UNLESS STATED OTHERWISE STATED**

**EXCEPTIONAL= 4**

**VERY GOOD= 3**

**GOOD= 2**

**SATISFACTORY = 1**

CATEGORY	SCORE
<b>THEME</b> The PSA demonstrates a clear understanding of teen dating violence and/or healthy relationships. It reflects thoughtful engagement with the subject matter and aligns with the goal of raising awareness. The entry should stay on topic while encouraging reflection and exploration of healthy relationship dynamics. <i>(Yes = 1 or No = 0)</i>	
<b>MESSAGE &amp; IMPACT</b> The PSA delivers a strong and thoughtful message. It portrays an alternate perspective, challenges society's current ideas about teen relationships or gender stereotypes, and promotes a powerful representation of how healthy relationships can bring about positive change in our communities. The work leaves a lasting impression?	
<b>CREATIVITY</b> The work reflects original thinking and a unique point of view. Artistic choices are inventive, and the creator's voice and approach set it apart from others. Is the concept fresh and engaging? Does the creator take risks or present something unexpected?	
<b>VISUAL IMPACT</b> The piece is a unique organization of art elements and content that creates a striking and memorable work. Visual composition is strong and communicates clearly. Does this piece "wow" you visually?	
<b>VOICE</b> The work clearly reflects the creator's personal perspective, tone, and emotional intention. The chosen medium enhances the message, and the piece feels authentic and purposeful. Is the artist's voice or point of view evident? Does the mood or energy support the message?	
<b>CRAFTSMANSHIP</b> The piece is thoughtfully constructed and complete, showing attention to detail and a commitment to the process. Is the piece polished and well-executed? Did the creator invest time and care in the final product?	
<b>SUBMISSION</b> The submission includes all required components: name, title, medium, school, grade, and a narrative that adds context to the work. <i>(Yes = 1 or No = 0)</i>	

**Total Score = \_\_\_\_\_**

