



SPOKEN ANNOUNCEMENT

Calling all student filmmakers... Do you want to help make a difference at your school and get the chance to win \$1000 while doing so? **Directing Change** is a statewide video contest for high school students to help prevent suicide and change minds about mental illness. To learn more visit www.DirectingChange.org.

WRITTEN ANNOUNCEMENT

High school students throughout California are invited to “**Direct Change**” by submitting 60-second videos for a statewide contest to prevent suicide and eliminate stigma about mental illness.

Regional winners will receive:

- 1st prize: \$1000 for the winning team and a \$1000 match to the school
- 2nd prize: \$750 for the winning team and a \$750 match to the school
- 3rd prize: \$500 for the winning team and a \$500 match to the school

First place regional winners will advance to a second round of statewide judging and will be narrowed down to the top three finalists in each category. Finalists from second round statewide judging will advance to public voting to determine the 1st, 2nd and 3rd prize statewide winners in each category. All regional and statewide winners will be recognized at the awards ceremony and press event in Sacramento at the end of the 2012-13 school year. Additional prizes will be awarded!

Submission deadline: March 1, 2013.

For contest rules visit www.DirectingChange.org.

To find out where your school lies within the CCSESA 11 regions and which counties you are competing against, visit <http://www.ccsesa.org/index/regionMap.cfm>.



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