



28 January 2008

Dear, Pennsylvania Educators

The Pennsylvania National Guard Counterdrug Program and Drug Free Pennsylvania are co-sponsoring "Sound Off," Pennsylvania's Drug Prevention Television/Radio Public Service Announcement (PSA) contest. The timeline for the contest has been finalized. This timeline should assist you in planning your entry submission and understanding the contest timeline.

- March 15, 2008. Contest registration deadline. Registration forms are available at <http://www.counterdrug.org/psapacket.pdf> or <http://www.medialitpa.org/psacontest.html> . Upon receipt letters will be sent out confirming your registration.
- April 20, 2008. Submission deadline. Submissions must be received prior to this date.
- May 2, 2008. Winning team and runners-up contacted. Certificates mailed to all participants.
- May 5, 2008. Winner's acceptance deadline. Winners must accept to participate in the PSA Production on 17-18 May 2008, at Fort Indiantown Gap, Annville, PA, 17003-5002 and be available for the Drug Free Pennsylvania "Media Literacy Conference" on 20 June 2008.
- May 7, 2008. Contest Winners Announced. Possible local and state media press releases.
- May 17-18, 2008. Public Service Announcement Production Weekend at Fort Indiantown Gap, Annville, PA, 17003-5002.
- June 6, 2008. Press release and winning PSA distribution to media markets
- June 20, 2008. Drug Free PA "Media Literacy Conference" attendance.

If you have any questions about the contest, please contact the Pennsylvania National Guard Counterdrug Program at 717-861-2857 or e-mail ddr@counterdrug.org

Thank you for your effort to help us reduce substance abuse in our Pennsylvania communities.

Sincerely,

Dr. Glenn Zehner,
Drug Free Pennsylvania
Chief Program Officer

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PNG Counterdrug Coordinator