



The NC Psychoanalytic Foundation  
and its sponsors are proud to announce



**Bully, Bullied, Bystander, Bold. Which are you?**  
**A TEEN Multimedia CONTEST**

**Are you a student who** cares about those around you? Would you like to share your thoughts and opinions with teachers and school administrators from across the state? If so, you're invited to enter NCPF's Teen Multimedia Contest for grades 6-12. Entries will be judged by Write More and the NCPF Contest Committee consisting of education professionals throughout North Carolina. All grand prize winners and finalists, along with their teacher and parents, will be invited to attend our 2009 Peaceful Schools Events where their work will be distributed or displayed and posted on the [www.ncpsychoanalysis.org](http://www.ncpsychoanalysis.org) website.

**Two Grand Prize winners.** One grand prize will be awarded at the middle school (grades 6-8) level and one at the high school (grades 9-12) level. Winners will be invited to share their submissions at the Peaceful Schools Events in Chapel Hill, NC on October 24, 2009. Up to \$100 will be provided to cover transportation expenses to the event and each winner will receive a \$100 gift card to Best Buy to continue creative talents of expression!



**Six finalists.** Three finalists will be selected from middle school entries (grades 6-8) and three from high school entries (grades 9-12). Your name, a brief media description and/or title of submission, hometown, school and sponsoring teacher will be announced during the Peaceful School's Event, and creative work will either be handed out to participants or placed on display and appear online at [www.ncpsychoanalysis.org](http://www.ncpsychoanalysis.org). These winners will receive a \$50 gift certificate from Best Buy.

**Teachers.** One teacher of each winning student (up to 8 teachers) will be awarded a complimentary ticket to attend the Peaceful Schools Program on Anti-Bullying held on October 24, 2009 at the UNC Friday Center, Chapel Hill, NC (not redeemable for cash).

**Eligibility:** No purchase necessary to enter. Open to middle school and high school students only, grades 6-12, in an accredited public, private, parochial or home school in North Carolina. Relatives of employees or members of the Board of Directors of the North Carolina Psychoanalytic Foundation are ineligible.



**Thank you to our Sponsors:**





## NCPF TEEN MULTIMEDIA CONTEST

### Official rules

### NO PURCHASE NECESSARY

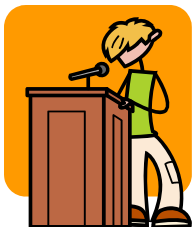


**1. HOW TO ENTER:** On an Official Entry Form or on a piece of paper no larger than 8-1/2" x 11", type or print your complete name, address, zip code, area code, home telephone number along with the name, address and telephone number of your school and the name of your teacher. See submission guidelines for each of the three media types being accepted. Entries must be postmarked no later than March 31, 2009. All entries should be delivered to NCPF Teen Multimedia Contest, 901 Paverstone Drive, Suite 11, Raleigh, NC 27615. (919-847-2323). All entries become property of the North Carolina Psychoanalytic Foundation and will not be returned.

**2. JUDGING:** Write More, an independent organization whose decisions on all matters relating to this contest are final, will determine twelve (12) finalists at each level (middle school and high school). Judging will be based on the following criteria: Content - 40%; Style or Layout - 30%(depending on submission, see rubric for details); and Originality - 30%. In the event of a tie, entries will be subject to re-judging in accordance with criteria listed above to determine final winners. Winners will be notified no later than May 15, 2009.

**3. PRIZES AND APPROXIMATE RETAIL VALUES:** (2) Grand Prizes: One grand prize will be awarded to the middle school division (grades 6-8) and high school division (grades 9-12). Winners will be invited to share their submittal at the Peaceful Schools Events on October 24, 2009. Up to \$100 of transportation expenses will be provided to the winners to the event and they each will receive a \$100 gift card to Best Buy; (6) Finalists: Three finalists will be selected from the middle school division (grades 6-8) and high school division (grades 9-12). Winners name, entry title, hometown, school and your teacher will be announced in that same event, and your submittal will be distributed or on display for participants. It will also appear online at [www.ncpsychoanalysis.org](http://www.ncpsychoanalysis.org). Finalists will receive a \$50 gift certificate from Best Buy. Limit one (1) student prize per household. One teacher of each winning students, (up to 8 teachers), will each be awarded a complimentary ticket to the Peaceful Schools Program on Anti-Bullying being held on October 24, 2009 at the UNC Friday Center in Chapel Hill, NC (not redeemable for cash).

**4. GENERAL RULES:** Contest is open to North Carolina residents who, as of January 1, 2009, are middle school (grades 6-8) or high school (grades 9-12) students enrolled full-time in accredited public, private, parochial or home schools. Relatives of employees or members of the Board of Directors of the North Carolina Psychoanalytic Foundation are ineligible. All prizes will be awarded and winners notified by mail. Winners may make no substitutions or transfer of prizes. All federal, state and local taxes are the sole responsibility of winners. NCPF and contest sponsors are not responsible for lost, late, misdirected, mutilated or illegible entries. Potential prize winners and parents or legal guardians of potential winners must sign an Affidavit of Eligibility certifying that submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won a prize in a national contest nor has been previously published in a national publication, and that entrant has followed the Official Rules of the contest. Affidavit, along with a Release of Liability/Prize Acceptance Form, must be returned within 7 days of attempted notification. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Sponsor reserves the right to substitute prize of equal or greater value. By acceptance of prize, winners consent to use of name and/or likeness and entry material submitted in any manner by sponsor for advertising or trade without further compensation, unless prohibited by law. Prizewinner assumes all liability for any injuries or damages caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges.



5. For names of winners, available after May 15, 2009, send a separate, self-addressed, stamped (#10) envelope to: NCPF Teen Multimedia Contest, 901 Paverstone Drive, Suite 11, Raleigh, NC, 27615. Request will be fulfilled until June 30, 2009; or visit our website at: <http://www.ncpsychoanalysis.org> and click on Peaceful Schools for a complete list. The list of winners will not be available via e-mail or fax.

**Contest lead sponsor:** NC Psychoanalysis Foundation  
901 Paverstone Drive, Suite 11  
Raleigh, NC 27615

## Grading/Judging Rubric

### Essay

Category	4	3	2	1
Content (40%)	Maintains focus on topic throughout response	May exhibit minor lapses in focus on topic	May lose or may exhibit major lapses in focus on topic	May fail to establish focus on topic
Style (30%)	Demonstrates skillful sentence fluency (varies length, good flow rhythm, and varied structure)	Demonstrates reasonable sentence fluency	Demonstrates minimal sentence fluency	Sentence fluency is lacking
Originality (30%)	Product shows a significant amount of original thought	Product shows some original thought	Little evidence of originality	Uses others' ideas

### Multimedia (includes Technology & Creative Design)

Category	4	3	2	1
Content (40%)	Well-established and clear purpose and theme	Clearly stated theme, limited purpose	Vague purpose or theme	Lacks purpose and theme
Layout (30%)	Exceptionally attractive and usable layout	Attractive and usable layout	Usable layout	Confusing and difficult to understand
Originality (30%)	Product shows a significant amount of original thought---ideas are creative and inventive	Product shows some original thought---work shows new ideas and insights	There is little evidence of original thinking	Uses others' ideas



## How to Enter:

All entries must be postmarked **no later than March 31, 2009** and must address one of the following prompts. Your position should reflect your own thoughts, feelings or experiences.

- There are many roles when someone is being bullied. There is the *Bully, the Bullied, the Bystander and the Bold*. Which are you?
- As a student, what is your definition of a bully? Do bullies impact your ability to learn and be safe at school?
- In a few years, you will be graduating high school and entering society as one of our up and coming leaders. In looking back at your education experience, did bullying impact you? What changes would you implement that would help alleviate bullying?



### Essays:

- All middle school entries shall be no more than 1,000 words in length and all high school entries shall be no more than 1,500 words in length.
- Typed, double-spaced, on 8.5 x 11-inch paper, using only one side of the paper.
- Original work, with a substantial part discussing the chosen prompt.
- Written in English with proper grammar and spelling. Language must be appropriate for national publication.

### Technology:

- Includes forms such as PowerPoint, website design, podcast, and video. Language must be appropriate for national publication.
- Submitted on either CD or DVD and clearly labeled with name of file and file type.

### Creative Design:

- Includes forms such as poetry, skits, newspaper layout, cartoons, posters, commercials, musical lyrics/song, and brochures. Language must be appropriate for national publication.

**Additional note for ALL entries:** If submittal is mailed, please make sure to use appropriate shipping method in order to maintain the integrity of the work (i.e., mailing tube for posters).



**Send to:** NCPF Teen Multimedia Contest, 901 Paverstone Drive, Suite 11, Raleigh, NC 27615. (919-847-2323)  
On an official entry form or separate sheet of paper, type or print clearly the student's name, address and home phone number; the school's name, address and phone number; and teacher's name.

## OFFICIAL ENTRY FORM:

Student's Name: \_\_\_\_\_

Circle Grade: Middle School Division: 6 7 8

Circle Grade: High School Division: 9 10 11 12

Address: \_\_\_\_\_ City: \_\_\_\_\_ NC Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_

School Name and Address: \_\_\_\_\_

Sponsoring Teacher's Name and E-mail: \_\_\_\_\_

Select Media Type for Consideration (check one box):

Essay                       Technology                       Creative Design

**By submitting this form you have agreed to participate in NCPF's Teen Multimedia Contest and allow NCPF to use the materials submitted for general purposes related to all upcoming programs and events (see general rules for more detailed information). In the event applicant is selected to receive a prize, s/he agrees to submit a photo of her/himself or to have a photo taken for publicity purposes.**

Parent Signature and Phone Number: \_\_\_\_\_

*All entries must be postmarked no later than March 31, 2009.*