

Los Angeles County District Attorney's Office

PSA Contest to Ignite Positive Change

The Los Angeles County District Attorney's Office invites Los Angeles County students ages 13-18 to create a Public Service Announcement video in honor of Domestic Violence Awareness Month. One out of every three 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. Unhealthy relationships are often over-romanticized by social media, television, movies, music and advertising. We believe Los Angeles County teens can help change that. Submissions open in October and winners will be acknowledged February 2027, in recognition of Teen Dating Violence Awareness Month.

Key Dates

Milestone	Date
Submission window	Oct. 1 – Dec. 31, 2026
Winners acknowledged	Feb. 11, 2027

Eligibility

Open to Los Angeles County middle and high school students in grades 6–12, ages 13-18. Individuals or teams of up to three students may apply.

Theme: Recognize, Respond and Reach Out: Building Healthy Relationships

Submissions should educate peers on:

- red flags of emotional abuse and/or
- green flags for healthy communication and/or
- safe and effective bystander intervention and/or
- overcoming barriers to getting help and connecting people with trusted resources for support

Learn more at da.lacounty.gov/community/teen-dating-violence-awareness-resources.

Submission Requirements

Create a video message that ignites positive change:

- Length: 30–60 seconds
- Must address the theme described above
- Must include opening credits with student name(s) and the title of the piece
- Must be original, performative content (not copied or created by someone else)
- No profanity, nudity or inappropriate content, including in music or other audio
- Students may only submit one entry

Judging Criteria

- Judged by a panel from the Los Angeles County District Attorney's Family Violence Division and other subject-matter experts. Submissions will be judged on creativity, personal vision, originality and depth of understanding for healthy vs. unhealthy relationships.

Winners

- First, second and third place winners will receive a trophy and be featured on the Los Angeles County District Attorney's Office's social media channels.
- The winner will receive a personal meeting with District Attorney Nathan J. Hochman.

How to Submit

- **Upload the video to YouTube or Vimeo and set the video as "Unlisted."**
- **Email the signed PDF Official Entry Form, including a link to the video, to LADA-PSAcontest@da.lacounty.gov.**

Ignite Positive Change in Relationships – Small Sparks Create Brighter Connections

Los Angeles County District Attorney's Office
PSA Contest to Ignite Positive Change
Winners to be honored during Teen Dating Violence Awareness Month
Official Entry Form

Submit your signed PDF Official Entry Form and video link to: LADA-PSAcontest@da.lacounty.gov.

To be eligible, your video and this signed Official Entry Form must be submitted, by
11:59 p.m. on Dec. 31, 2026.

***** Note: If working as a team, EACH student and his/her parent or guardian must sign and submit an Official Entry Form to enter the contest. *****

I (and, if I am a minor, my parent or legal guardian) confirm:

1. I attend a middle or high school (grades 6–12) in Los Angeles County.
2. I am 13 to 18 years of age.
3. I have supplied accurate information on this Official Entry Form.
4. I have read and understand the Contest Guidelines & Requirements for the PSA Contest to Ignite Positive Change.
5. The video I have submitted does not violate copyright law, does not use AI-generated content, and is the result of my own or my team's own original, performative creativity.
6. I understand that copyrighted, AI-generated, or plagiarized material of any kind will result in automatic disqualification.
7. I grant the Los Angeles District Attorney's Office the non-exclusive, irrevocable right to use, display and distribute my video—as well as my name, likeness and voice as captured within it—for publicity, education and general communication purposes, including featuring the video in educational materials, social media and other digital platforms. **I hereby waive any and all intellectual property rights and moral rights in my submission, and I agree that I am not entitled to any financial compensation, royalties, or other payment of any kind for its use.**
8. I consent to the Los Angeles County District Attorney's Office using my name, photo and biographical information for publicity and general communication purposes.

Release of Liability

In consideration for being allowed to participate in the contest discussed herein, I, the undersigned participant, on behalf of myself, my family, my heirs and my executors, hereby release and hold harmless from liability the County of Los Angeles, the Los Angeles County District Attorney's Office, and their officers, employees, successors, representatives and assignees, from any and all injuries, damages, or losses that may be suffered by me as a result of my activities associated with this contest.

Student Name (Printed): _____

Student Signature: _____ **Date:** _____

(Required For Minors): As the participant's parent or legal guardian, I acknowledge that I have read this agreement (including the release), consent to my child's participation in the contest, approve and adopt the full agreement, and agree to be bound by its terms.

Parent/Legal Guardian Name (Printed): _____

Parent/Legal Guardian Signature: _____ **Date:** _____

Contact Information

Winners will be notified by phone, so be sure to include a current phone number. Contact information is confidential and will not be used outside the contest.

Student Name: _____

Name of PSA / Video: _____

Link to Online Video: _____

Topic Addressed (red flags, green flags, or how to get help):

Name(s) of Other Team Members (if working as a team, up to 3 total):

Student Phone: _____

Age: _____

Grade: _____

Name of Middle or High School Attending:

Name of Teacher (if video was developed in a class):

Phone Number for School or Teacher: _____

If you have questions or concerns about submitting this form, please contact
LADA-PSAcontest@da.lacounty.gov or the **LADA Family Violence Division** at 213-257-2185.

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