

For Release 2/1/17
WLEN Radio
Contact: Julie Koehn 517-263-1039

WLEN Radio, and Lenawee Community Mental Health are collaborating on a PSA Contest for Youth in Lenawee County. We are asking schools and youth organizations county wide to write a public service announcement about abuse.

Entitled "What Would You Do?" the goal is to have students create a PSA answering this question regarding exposure to the many faces of abuse including: tobacco, drug, alcohol, physical and emotional. Our hope is that it will start conversations with students and their families, teachers, counselors and friends about the different forms of abuse as well as the resources that are available to help people in crisis.

We are asking Teachers, school personnel and youth organizations countywide to consider taking this up as a project. We will have three categories, grades, 5-7 (ages 10-12), grades 8-10 (ages 13-15) and grades 11-12 (ages 16-18). These announcements will be judged by station personnel, community leaders; both adults and youth. There will be three winners in each category and they will have the opportunity to come into the station and record the announcements. These announcements will air on WLEN for the remainder of the year.

The winning class or organization in each category will receive a \$100.00 cash award and the school or organization with the most entries will receive a live broadcast to talk about what their school or group are doing and what they have learned when compiling their PSA's for "What Would You Do?"

This program is brought to you as a community service by 103.9, WLEN and by Lenawee Community Mental Health Authority, as part of our students and communities total mental health well-being.

We ask that all entries be submitted to the WLEN Radio Studios...

In Person: 242 West Maumee Street, Adrian

By Mail: P.O. Box 687, Adrian, MI 49221

By Email: juliek@wlen.com

Timeline:

1. Contest begins February 1, 2017
2. All entries must be submitted by April 15, 2017
3. Judging will occur April 16th through April 29, 2017
4. April 30, 2017 Winners Announced
5. May 1st through May 15, 2017 Winners record announcements
6. May 16th -December 31st, 2017 Announcements air on 103.9, WLEN