Are you a person who understands the importance of managing your money responsibly?

If you are, the Bergen Community College Foundation invites you to compete for a scholarship.

The Foundation, with a gift from NVE Bank, will offer $5,000 in up to five scholarships to students who produce the most original 30-to 45-second public service announcements demonstrating financial literacy.

**What is Financial Literacy?**

Personal financial literacy is demonstrated by a person’s ability to make informed, appropriate, and effective decisions concerning money management. Such decisions are focused on living within one’s means, while planning for his or her future financial needs. Understanding interest charges and associated costs of debt financing, repayment plans, borrower responsibilities, saving options, and credit reports are some of the important concepts that prepare a person to make quality financial decisions. Poor or uneducated choices can result in financial injury, increases in the costs of borrowing, overwhelming debt, loss of the ability to borrow, or bankruptcy.

**What is a PSA?**

A public service announcement (PSA) is similar to a commercial except that it does not sell a product or service for money. Often (but not always), a PSA is made on behalf of a non-profit organization or activity. It can be used to provide information, advance an idea or point of view, promote a policy, or encourage a call to action. Some examples of a non-profit organization seeking support for its activities include: the American Cancer Society’s antismoking campaign; citizen environmental groups’ antipollution efforts; annual Toys for Tots collections; information about AIDS prevention; and a bake sale benefiting a campus organization.

To achieve any of those purposes a number of strategies are helpful, including the presentation of facts, the use of humor, emotional appeals, and persuasive rhetoric. Remember that a given message can be conveyed in a number of ways depending on your imagination. Even though PSAs differ from commercials in their goals, they often use the same approaches and have similar time lengths, 30 and 60 seconds.

The Foundation is looking for messages aimed at college-age individuals that demonstrate originality and financial acumen in a message that is instructive in how to be financially responsible.

- The Foundation will award scholarships to one person per winning video.
- Students may use original music or non-copyrighted music available in the public domain, e.g. Garage Band.
- Students must upload their videos to YouTube and provide the YouTube link to their video with their application.
- NVE Bank may broadcast the winning PSAs in its branch offices and other venues and the Foundation may air them on the College television station, Torch TV, at a later date.

Applicants must complete one entry form at the time they submit their PSA and **return the completed application to Nicole Rivera in Room L-340 of the Pitkin Education Center by April 1, 2014.**
Financial Literacy PSA Contest
Rules and Regulations

• The PSAs must be 30 to 45 seconds long and address the topic of demonstrating financial literacy as defined in “what is Financial Literacy?” on the previous page. All entries must end with these exact words: “This Message is brought to you by Bergen Community College with project funding from NVE bank.”

• The competition is open to all currently enrolled full- and part-time Bergen students who maintained significant control over the content and aesthetics of the PSA (producing, directing, writing, editing etc.)

• By submitting your entry you are attesting that you have the necessary authorization to use images, audio, text and other content contained therein. DO NOT enter if you are in violation, or uncertain of your rights to any copy rights, patents, trademarks, or other intellectual property.

• If an entry other than the applicant owns the rights or part of the submitted program, the applicant must attach written consent/ permission from the owner or authorized representative of the owner of the application. Applicants must be held fully liable under the law for any copyright or other intellectual property violations.

• Applicants must complete one entry form at the time they submit their PSA

• To submit a PSA: Upload your PSA to YouTube between March 10th and April 1st, 2014. Copy the URL of your PSA on YouTube; then paste it into your contest application.
  - ALL SUBMISSIONS MUST BE MADE IN THIS MANNER.
  - Note: You will be disqualified if you remove your video from YouTube prior to the announcement of winners.

• Submissions that are incomprehensible or deemed inappropriate for any reason in the sole judgment of the selection committee will not be accepted into the competition. The decision of the judges is final.

• Previous winners may not participate in this competition.

• Entries must be submitted by April 1, 2014 to be eligible for this contest. Submit application to Nicole Rivera, room L-340, Pitkin Education Building, nrivera1@bergen.edu.

• Winning entries will be made available to NVE Bank for broadcast in NVE Bank facilities or other media venues it, under its sole discretion, deems appropriate.”

• The Bergen Community College Foundation will award $5,000 in up to five scholarships as determined by the contest selection committee.

• Scholarship money must be used at Bergen Community College and will be deposited directly into each winner’s college account in the Bursar’s Office for paying tuition and fees.

  Winners will be announced the week of April 7th
FINANCIAL LITERACY PSA CONTEST APPLICATION

Name:
Address:
City/State/Zip:
BCC ID #:
Email:
Phone:
Title of PSA:
YouTube Location (URL) of PSA:
Degree Option at BCC:
Anticipated Graduation Date:

Please return this application to Nicole Rivera, Pitkin Education Center room L-340 by April 1, 2014