

2018 Texas DIR CyberSecurity Awareness PSA Competition

#2018TXPSA

Guidelines

Announcement

The 2018 Texas DIR CyberSecurity Awareness PSA Competition
(grades 9-12)

1st Annual CALL FOR STATE OF TEXAS, HIGH SCHOOL PRODUCED PSAs about CyberSecurity
Hosted by the Texas Department of Information Resources Office of the Chief Information Security
Officer

What do YOU know about cybersecurity and how can you keep your friends and family secure? Share
your ideas and practices by creating a short 15-30 second Public Service Announcement video.

The competition has 4 categories to compete in:

- Phishing
- Social Media
- Mobile Devices
- Hackers

Some questions to ask yourself to get you started

- What does cybersecurity mean?
- What is social engineering?
- What defines your chosen category?
- Why is cybersecurity in your chosen category important?
- What are the dangers of your chosen category?
- How would you warn a friend or family member about these dangers?
- How can you show the danger you have identified?
- How might it feel to be taken advantage of by a hacker?

Questions?

Reach out to us at dirsecurity@dir.texas.gov.

Please include 2018TXPSA in the subject. Any communication not containing this subject will have a longer response time.

Rules

- Only high schools within the state of Texas are eligible to compete.
- All submissions will be submitted only through FilmFreeway at <https://filmfreeway.com/2018TexasDIRCyberSecurityAwarenessPSACompetition> via a YouTube URL. Any other form of submission will be disqualified. (see submission section for more details.)
- Participants will create teams made up of enrolled students in grades 9-12 from the same high-school, for both cast and crew, to compete in one of 4 CyberSecurity areas: Phishing, Social Media, Mobile Devices, and Hackers.
- Submissions will be accepted from August 1, 2018 – October 26, 2018.
- A team may submit more than one PSA.

- Each submission will contain a title screen to be shown no less than 5 seconds, to include the team name, high school, and the following disclaimer at the bottom: “The views and opinions expressed in the following PSA are those of the speakers or authors and do not necessarily reflect or represent the views and opinions held by the Texas Department of Information Resources or the state of Texas. The statements in this PSA are of a general nature and do not take the place of legal or technical advice from appropriate professionals who understand your specific circumstances. All materials are copyright Texas Department of Information Resources, 2018.”
- Each PSA should be no longer than 30 seconds, including the disclaimer screen, and cover one of the four focus areas identified for the competition.
- Any submissions longer than 30 seconds, including the title screen, will be disqualified.
- DIR reserves the right to disqualify any submission for any reason deemed necessary.
- Submissions will be ineligible if they contain or appear to contain:
 - Profane or obscene material or language
 - Nudity, profanity, or gratuitous violence
 - Endorsement of illegal drug use, alcohol abuse, prescription drug abuse, or any other illegal activity
 - Derogatory characterization of any person or group
 - Any other content deemed inappropriate by competition sponsors
 - Any copyrighted or trademarked materials without express written consent from the copyright or trademark holder
- Entries must only contain original and non-copyrighted material. No copy written music, branded material, logos, etc, may be used without express written permission from the copyright holder.
- All submissions are the exclusive property of the Texas Department of Information Resources. Texas Department of Information Resources retains full rights to edit, modify, and distribute this material as they see fit.

Judging

A total of 5 winners will be chosen, one from each of the following categories:

- Phishing
- Social Media
- Mobile Devices
- Hackers
- Overall Winner

Emphasis will be placed on message and concept and not on production. Have fun and be creative.

Think about the message you want to send to your audience about being safe when it comes to Cybersecurity and your chosen topic.

- All submitted videos will be judged by a panel on the following criteria:
 - Message
 - Effectiveness and relevance

- Content
- Creativity
- Overall product

File Submission

- All submissions will be loaded onto YouTube and submitted through FilmFreeway with the YouTube URL
 - Sign in to YouTube.
 - At the top of the page, click Upload.
 - Select Upload video.
 - Before you start uploading the video select the privacy listing of public or unlisted, this will allow DIR to share your PSA. Any private submissions will be disqualified.
 - Select the video you'd like to upload from your computer.
 - Click Publish to finish uploading a public video to YouTube. If you set the video privacy setting to Unlisted, just click Done to finish the upload.
- Once your PSA has been uploaded to YouTube, create a free FilmFreeway account at <https://filmfreeway.com/> and upload your PSA to the My Projects section.
 - Post the YouTube URL into the Website box under Project Information.
 - Your Project Title should include your team name, the name of your high school, and your PSA genre.
 - Be sure to fill out as much information on your project as you can.
- After you have finished uploading your project, go to <https://filmfreeway.com/2018TexasDIRCyberSecurityAwarenessPSACompetition> Select “Submit Now” and follow the prompts.
 - The competition cannot be searched through the normal search bar. Interested parties must use the URL listed above to submit.

Awards

- Each winning team will be presented with an award from DIR for their accomplishment in heightening Cybersecurity Awareness.
- All accepted PSAs will be loaded to the DIR YouTube channel and marketed throughout the year to promote cybersecurity awareness.
- Additional prizes may be added for category winners.