



2021 Texas High School Cybersecurity Awareness PSA Competition Guidelines

#2021TXPSA

Announcement

[October is Cybersecurity Awareness Month](#) with brings our 4th Annual Texas High School Cybersecurity Awareness Public Service Announcement (PSA) Competition sponsored by Texas Department of Information Resources, Office of the Chief Information Security Officer, calling all Texas High Students in enrolled in grades 9th -12th.

In a time where we have shifted services, experiences, and personal interaction from in person to digitally, cybersecurity is ever more important for all to be equipment with the knowledge and basic skills to protect their information. What do you know about cybersecurity? How can you keep your family, friends, and other Texans safe?

We are looking for Texas High Students to create a PSA video to share to spread cybersecurity awareness. There are three categories to compete in, Phishing, Social Media, and Hackers. However, the judging will include an overall winner in addition to category winner.

Now create your team or work alone, draft your ideas, and get creative to produce a short (15-30 second) PSA video informing Texans of your best cybersecurity practices.

Steps

1. Choose a category: Phishing, Social Media, or Hackers.
2. Create a 30 second cybersecurity PSA with your team.
3. Submit via <https://txdir.wufoo.com/forms/2021-hs-cybersecurity-awareness-psa-competition>

Submission link opens September 13, 2021 and closes October 22, 2021 at 11:59 p.m. CST.

Getting Started

Here are questions to help you understand what cybersecurity is and why is important for Texans to know. You may find an area of cybersecurity interest you more.

- 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?



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Rules and Submission Information

- Only high schools within the state of Texas are eligible to compete.
- In previous years, we required students to participate as Teams for cast and crew but due to the current pandemic, we ask that students take proper safety precautions as priority when creating video content or students may choose to participate alone.
- If students choose to create a team, all students should be enrolled in the same high in grade 9th -12th.

File Submission

- All PSA video submissions (individual or teams) must be submitted through the Wufoo form link below. <https://txdir.wufoo.com/forms/2021-hs-cybersecurity-awareness-psa-competition>
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- If you have difficulty, please contact Sara.jefferson@dir.texas.gov with the subject line PSA competition.
- NOTE: Unlike previous years, submission via YouTube video link will NOT be accepted or entered in the competition. We must have the video file.
- Submissions will be accepted from September 13th, 2021 – October 22, 2021 at 11:59 pm CST.
- An individual/team may submit more than one PSA, up to one per category (phishing, social media, and hackers)
- Each submission must contain a title screen to be shown no less than 5 seconds, to include the team name, high school, school district, and the following disclaimer at the bottom. Please copy & paste the message below to avoid errors.

"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, 2021."

- Each PSA should be no longer than 30 seconds, including the disclaimer screen, and cover one of the three focus areas identified for the competition.
- Any submissions longer than 30 seconds, including the title screen, will be disqualified.



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- 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 4 winners will be chosen, one from each of the following categories:

- Phishing
- Social Media
- Hackers
- Overall Winner

Emphasis will be placed on message, 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 state agency employee on the following criteria:
 - Message
 - Effectiveness and relevance
 - Content
 - Creativity
 - Overall product

Awards

- Each winning team will be presented with an award and certificate from Texas DIR for their accomplishment in highlighting Cybersecurity Awareness.
- All accepted PSAs will be loaded to the Texas DIR YouTube channel and marketed throughout the year to promote cybersecurity awareness.



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Questions?

Reach out to us at sara.jefferson@dir.texas.gov, the subject line should read: 2021TXPSA
Any communication not containing this subject will have a longer response time.