

EL PASO COUNTY ECONOMIC DEVELOPMENT

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El Paso County, PBS El Paso to Crowd-Source Covid-19 PSA

PBS El Paso solicits videos for El Paso Safe PSA Contest

May 06, 2020, EL PASO, TX: The County has partnered with PBS El Paso to offer a \$1000 cash prize for a Covid-19 public service announcement video. The El Paso Safe PSA contest begins Friday, May 08, 2020 and the final deadline for submissions will be Monday, May 18, 2020 at 11:59 PM.

The contest asks everyday El Pasoans to submit a short video that highlights CDC guidelines, such as maintaining social distancing or wearing PPE when in public. Videos can be anywhere from 15 to 60 seconds in length, and the top two entries will air on PBS El Paso. In addition, the first place winner will receive a \$1000 cash prize and a second place winner will receive \$500.

“We want to promote public health and safety in a fun way,” said Andrea Hutchins, Director of Economic Development. “We believe this video project will give all El Pasoans an opportunity to express our vibrant and unique culture during the current pandemic.”

The winning videos will be announced the week of May 25th and will air in June 2020. Entries will be judged based on four criteria: creativity, message effectiveness, how well the video represents El Paso and the quality of video and sound.

[The El Paso County Economic Development Department](#) administers programs which seek to enhance the business operating climate and promote heritage tourism throughout El Paso County. These efforts serve to enhance the quality of life for all residents.

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