

- + IT'S ABOUT SAVING YOUR LIFE
- + IT'S ABOUT REACHING YOUR COMMUNITY
- + IT'S ABOUT TIME WE HEARD YOUR VOICE

# Creating Gay Health Messages That Work! Contest

*Frontiers Newsmagazine* and The L.A. Gay & Lesbian Center invite the gay, lesbian, bisexual and transgender community to put their creativity to work to produce effective prevention messages aimed at gay men and their health.

First place winner will receive \$500, and top entries will be displayed during the week of February 15, 2004 at the L.A. Gay & Lesbian center's Advocate Gallery at the Village at Ed Gould Plaza.

- + DESIGN AN EGGY, CREATIVE AND RELEVANT MESSAGE AIMED AT PREVENTING HIV AND STDs
- + SUBMIT ARTWORK TO:  
RALPH HYMAN, FRONTIERS NEWSMAGAZINE  
7985 SANTA MONICA BLVD., #109  
WEST HOLLYWOOD, CA 90069
- + SUBMISSIONS MUST BE RECEIVED NO LATER THAN  
FRIDAY, JANUARY 30, 2004
- + FOR MORE INFORMATION AND CONTEST GUIDELINES,  
CONTACT:

JEFF BAILEY  
323/860-7328  
JBAILEY@LAGLC.ORG

OR RALPH HYMAN  
323/848-2222  
DIRECTOR@FRONTIERSNEWSMAGAZINE.COM

Gay &  
Lesbian  
Center

**FRONTIERS**  
NEWSMAGAZINE

# Creating Gay Health Messages That Work! Contest

## I. PURPOSE

*Frontiers Newsmagazine* and the L.A. Gay & Lesbian Center announce an exciting opportunity for someone to be a renegade in the battle against HIV and STDs by creating a Gay Health Messages that Work! (poster, sign, hand card, flyer, advertisement or other method). Both *Frontiers* and the L.A. Gay & Lesbian Center recognize that HIV and sexually transmitted diseases (STDs) continue to impact the lives of members of our community, yet HIV does not appear to attract the same level of attention and urgency that it did in the early years of the epidemic—and the numbers of HIV and STD infections continue to grow. *Frontiers* and the Gay & Lesbian Center invite you to put your creativity and imagination to work to craft an advertising message that will reach gay men, inspire them to take charge of their health and reinvigorate the discussion of HIV in our community. Materials developed through the contest will be used to enhance HIV prevention efforts targeting the gay community in California.

## II. CONTEST SUBMISSION GUIDELINES

Contest participants will create an edgy, creative and relevant message aimed at preventing HIV and STDs.

These messages can be in the form of a poster, sign, hand card, flyer, advertisement or another method.

Complete the attached application and submit the application with both a hard copy and a digital file of your artwork (floppy/zip disk or compact disk).

Artwork submission specifications:

All files must be included when saving your submission. This includes EPS and/or TIFF files.

All printer and screen fonts must be included. Please provide all family member typefaces used in your files. This includes fonts in EPS.

For quality results, file should be set to output at 85 line screen and picture resolution should be between 150-200.

All 4-color submissions must be set to CMYK process color. No RGB.

All spot color submissions should be set to PANTONE.

Save all Photoshop files in CMYK mode or grayscale (No RGB).

Size of the submission should be no larger than 11.5 wide x 14.25 high (69p x 85p6 Picas). This is for a full bleed.

**All artwork must be submitted no later than Friday, January 30, 2004.**

**Artwork should be submitted to:**  
Ralph Hyman  
Frontiers Newsmagazine  
7985 Santa Monica Blvd., #109  
West Hollywood, CA 90069

For more information about contest guidelines please contact Jeff Bailey at 323-860-7328, or by email at [Jbailey@laglc.org](mailto:Jbailey@laglc.org).

## III. CONTEST SELECTION PROCESS

**A panel of 5 individuals will select winners based on the following criteria:**

Incorporation of clear, relevant, and accurate information

Creativity

Applicability to gay men

Does the material have a "Call to Action"? (What does the poster want people to do?)

**The top entries will be displayed at the Advocate Gallery at the Village at Ed Gould Plaza for the week of February 15, 2004. Winners will be notified and presented with a cash prize at a ceremony hosted by the L.A. Gay & Lesbian Center and *Frontiers* at the Village at Ed Gould Plaza - February 18, 2004.**

**1<sup>st</sup> Prize: \$500.00**

## IV. OWNERSHIP OF MATERIALS

*Frontiers Newsmagazine* and the L.A. Gay & Lesbian Center shall own all rights, title and interest in, but not limited to any and all artwork created, produced, or developed for this contest.

### GAY MEN'S HEALTH POSTER CONTEST ENTRY FORM

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TITLE OF ENTRY: \_\_\_\_\_

I understand that by participating in this contest that *Frontiers Newsmagazine* and the L.A. Gay & Lesbian Center shall own all rights, title and interest in, but not limited to any and all artwork created, produced, or developed for this contest.

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

All artwork must be submitted by January 30, 2004 to: Ralph Hyman  
*Frontiers Newsmagazine*, 7985 Santa Monica Blvd., #109  
West Hollywood, CA 90069