

Oxford's Drug-Free PSA Wins State Competition

TOPICS:ContestsHonors And RecognitionsOxford Central School



A PSA made by (L-R) Damian Corleto, Michael Hoffmann and Zachary Roth, of Oxford Central School, will be turned into a commercial and aired in the state.

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A Drug-Free themed Public Service Announcement (PSA) written by three Oxford Central Students will be made into a television commercial after it was chosen as the first place winner of a statewide PSA-writing competition.

Damian Corleto, Michael Hoffmann, and Zachary Roth wrote their PSA, with the theme “Drugs will take everything from your life — until you have nothing left,” for the Partnership for a Drug-Free New Jersey’s Annual Middle School Public Service Announcement Challenge.

The challenge asked students to write a 30-second PSA script with a peer-to-peer substance abuse prevention message. As the statewide-winning PSA, the group’s script will be turned into a commercial that will air on television stations not only in New Jersey, but the whole Tri-State Area. It is expected that the PSA will be filmed early this summer.

The three PSA scripts submitted from Oxford Central School were from 7th and 8th grade students in the Above the Influence Club. Introduced into the school last year, the club's mission is to inform and inspire students to reject illicit drugs and stand up to negative influences as they grow and develop as individuals. The club has been very pro-active in getting their message out to their fellow students and the public at-large.

"I am so proud of the work done by the Above the Influence Club- not only on this PSA, but throughout the year," said Liz Montalvo of the Coalition for Healthy and Safe Communities, a program of the Family Guidance Center. "The students in this club are passionate about living above the influence and empowering their peers to do the same."

Bob Magnuson, Chief School Administrator for Oxford Central School, added, "The ATI program has added a new dimension to our programs to help students make the correct life choices. This program will further enhance our character education program and provide students with the tools they need to lead productive lives."

"Our first year has been such a positive one!" declared Helen Diaz, Alliance Coordinator at Oxford Central School. "Having students working together who may not have otherwise done so, for a cause that is important to them, has proven to really work! The ATI Club was always busy promoting healthy lifestyles."

Montalvo added that she hopes to "take the energy and momentum at Oxford Central and bring the Above the Influence campaign to middle schoolers across Warren County."

For more information about the Above the Influence program, please contact the Warren Hills Community Coalition, a program of the Family Guidance Center at (908) 223-1985.

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