



2025 Osage County COMMUNICATIONS CONTEST *on Life Issues*

*Write a 30-second
Radio Ad or submit
an original Essay*

**Deadline:
June 1, 2025**

Sponsored by: Vitae Foundation &
Alphonse J. Schwartze
Community Foundation



By sponsoring the Communications Contest on Life Issues, we are giving Osage County's youth a platform to affirm the belief that all human life is valuable and should be respected. Students can communicate their convictions about life issues such as abortion, bullying, euthanasia, capital punishment, human trafficking, suicide or human abuse/neglect.

Prizes Include:

4 Game Tickets

for Osage County Day for the first 125 students who submit a qualifying entry

4 Box Seat Tickets

for Osage County Day for the individual class winners (13 total winners)

4 Ceremonial First Pitch opportunities

on Osage County Day for 1st and 2nd Grand Prize Winner Students and Teachers (includes autographed baseball that winners pitched and professional souvenir photo from the Cardinals)

1 \$250 Gift Card Student Drawing

Each student with a qualifying entry will be entered in a drawing for a \$250 gift card to be used for educational technology (i.e. iPad or laptop).

1 \$100 Gift Card Teacher Drawing

Each teacher who has a qualifying student will be entered in a drawing for a \$100 gift card for classroom or personal use.

Osage County Day at the Ballpark

**Friday, July 25 at 6:15 PM
San Diego Padres vs. Cardinals**

**The contest is open to 7th-12th
grade Osage County students.
*More information in rules.***

**All-Star Staff Contest for Teachers and
Principals of 1st and 2nd Grand Prize
Winners and for the teacher whose
class has the most submissions based
on percentage of students in their class
(includes Luxury Suite with
food and beverage)**

Osage County Communication Contest on Life Issues

Sponsored by:

Vitae Foundation & Alphonse J. Schwartz Community Foundation

Who can enter?

1. The contest is open to students in grades 7 through 12 during the 2024-25 school year. This includes:

7th - 12th Grade Students at

Osage County R-III (Fatima), Westphalia

Osage County R-II, Linn

Osage County R-I, Chamois

Students residing in Osage County who attend a school outside the county (i.e., Helias Catholic) or Osage County homeschool students

7th – 8th Grade Students at

St. Joseph Catholic School, Westphalia

Sacred Heart School, Rich Fountain

Immaculate Conception School, Loose Creek

Holy Family School, Freeburg

St. George School, Linn

St. Mary School, Frankenstein

2. Contestants must be residents of Osage County, Missouri.

About the Contest

1. Contestants must compose an original entry about life issues such as abortion, bullying, euthanasia, capital punishment, human trafficking, or human abuse or neglect. No reference can be made in the entry that will identify the contestant beyond the listing of the required information on the Application Form.
2. Since entries are to be written about life issues, the content may be primarily opinion oriented. However, if a student cites a source, it must be identified. Failure to cite sources will result in disqualification.
3. Essays must be between 500-1,500 words and begin with a completed Application Form.
4. Radio ads must be 30 seconds in length and begin with a completed Application Form.
5. Major League Baseball, St. Louis Cardinals, and Vitae prohibit the use of harsh language, i.e. abortion, kill, death, etc., and reserve the right to make substitutions to align the radio ad with current research and best practices.

Submission Rules

1. All entries must be submitted electronically in the form of a **PDF, Word Document, or Google Doc saved and downloaded as a PDF.** Failure to use these formats may result in disqualification.
2. Cell phone numbers and personal, summertime email addresses for parents, teachers, and principals are **REQUIRED** on the Application Form so Grand Prize and Box Seat Ticket winners can be notified and game tickets can be emailed.
3. All contact information will remain confidential.
4. Eligible contestants may submit only one essay OR one script for this competition.

Deadlines

June 1, 2025 by midnight the entry must arrive. Entries must be emailed by midnight on June 1, 2025, to contest@vitaefoundation.org and "Contest" should be referenced in the subject line.

June 27, 2025 ticket winners will be notified. Parents or guardians of students whose entry won for their grade level and who are eligible to win the 1st and 2nd Grand Prizes will be notified.

July 8, 2025 Grand prize winners will be contacted. Parents, teachers, and principals of the Grand Prize winners will be notified.

July 17, 2025 or before game tickets will be sent via USPS to the first 125 qualifying submissions.

July 24, 2025 - If a student who wins a Grand Prize for writing an essay is unable to attend and participate in the opening pitch ceremony on Friday, July 25, 2025, the next highest scoring essay will be named "Alternate Winner" and will receive tickets to another game to be agreed upon by the parents or guardians and the Cardinals. Opportunity to throw out an opening pitch may be forfeited.

July 24, 2025 - If a student who wins a Grand Prize for a radio ad is unable to attend and participate in the opening pitch ceremony on Friday, July 25, 2025, the next highest scoring radio ad will be named "Alternate Winner" and take the place of the Grand Prize winner for the opening pitch ceremony and game. The original winner's ad will air on the Cardinals Radio Network,

but not in the stadium, and winner will receive tickets to another game to be agreed upon by the parents or guardians and the Cardinals. Opportunity to throw out an opening pitch may be forfeited.

July 24, 2025 Last day to notify Vitae that tickets weren't received. You may inquire by email to contest@vitaefoundation.org and "Ticket Inquiry" must be referenced in the subject line.

Other notes

1. Tickets are traceable and specific to this contest; therefore, no tickets can be sold on any social media sites (Facebook, etc.) or third-party companies (Stubhub, etc.).
2. Immediate family of the Alphonse J. Schwartze Foundation selection committee and Vitae Foundation staff are prohibited from participating in the essay contest.
3. Vitae Foundation will have the right to publish or otherwise duplicate any entry in the contest, along with the contestant's name, without payment to the contestant.
4. The author of the winning radio script can, but is not required to, record the ad at Learfield Communications in Jefferson City or an alternate studio. Cardinals' broadcaster Ricky Horton will open the radio ad with the student's name and that he or she wrote and voiced the script and is a winner of the contest. The author's ad will air twice during the game on Cardinals Radio Network and in-stadium during the ceremonial opening pitch presentation.

Words for Success

Vitae Foundation's research tells us the words we choose are very important. They can even be lifesaving if delivered with love, compassion and lack of judgment. Therefore, some words are more successful in reaching others. Our research has shown the following verbiage to be successful:

unexpected pregnancy	preborn
pregnancy center	pro-life
placing a child for adoption	baby
lifesaving	pro-woman

Radio Ad Tips for Success

Radio ad submissions should:

- Be 30 seconds in length
- Be written about the topic of abortion
- Include the call to action to visit talkprolife.org at the end of the ad
- Be woman-focused

Here are some examples of ads:

Today's culture tells women that when they are unexpectedly pregnant that they won't be able to do it, that they are failures, that it isn't the right time, or that it's going to be hard. Since when do we give up when life gets tough? It's time to empower women, and change the culture and show her how strong and successful she really is. For more information visit [talk pro-life dot org](http://talk-pro-life.org). That's [talk pro-life dot org](http://talk-pro-life.org).

Our culture always encourages perseverance in the face of adversity. But why do some women face judgment and pressure to give up when they become pregnant? Shouldn't we provide them with the support and options they need to navigate the journey of motherhood with dignity? It's time to uplift and honor women. Think about it. Visit talkprolife.org for more information.

How are winners decided?

1. Judging will be completed by a group of educators and community leaders.
2. Essays and Radio ads will be scored on originality, creativity, cohesiveness, grammar, and development of theme.

To Qualify:

Osage County resident

Student Grade 7-12 in 2024-25 school year

Cite sources, if used

500-1,500 word Essay length OR

30 second Radio ad length

Submitted as PDF, Word Document or
Goggle Doc saved and downloaded as PDF

Entry arrives by midnight June 1, 2025

Not an immediate family member of the Alphonse J.
Schwartze Foundation selection committee or
Vitae Foundation staff.

For more information, call Stacey Kromer or
Cindy Soule at 573.634.4316 or email
contest@vitaefoundation.org and
reference "CONTEST" in the subject line.