

Students may compete for cash in content creation contest

Film-television, journalism and social media college students in California may compete for cash prizes while doing social good.

Generation Next competition is accepting submissions through Feb. 14.

The purpose of this competition is to empower the next generation of content creators to use the power and influence of media to promote accurate and authentic portrayals of mental health in storytelling, news reporting and social media campaigns, by recognizing their immense talent.

Twelve semi-finalists will be mentored by entertainment, journalism, and social media professionals, as well as mental health experts. Three winners – one from each of the three categories (film and television, journalism and social media) – will be rewarded with \$4,000 cash prizes and will receive recognition at the 2014 PRISM Awards Ceremony. In addition to this, winners will have their student productions aired on EICnetwork.tv, a global Internet television network, and have the opportunity to take part in a collaborative program with Active Minds, a mental health organization led by college students.

For a complete list of health and social issues addressed by EIC and local projects, visit EIC's website. Here is the Generation Next website.