



2019 Alexandria Earth Day "Climate Change – Take Action!"

Public Service Announcement Competition Guidelines

Call for Entries:

The City of Alexandria's Earth Day celebration will be held on Saturday, April 27, 2019. The Earth Day Planning Committee is excited to offer this contest that aims to provide students with an opportunity to express themselves clearly, organize their ideas and have confidence. By competing in this contest, youth learn valuable life skills in effective communication that they will use throughout their lifetime.

Theme:

The theme of Earth Day 2016 is "Climate Change – Take Action!" Students should create audio PSA (public service announcement) related to this Earth Day theme of taking action to reduce the harmful effects of climate change. Be creative; the field is wide open to the imagination of the students. Teachers should encourage their students to create PSAs from their own understanding of climate changes and actions that can be taken against it.

Guidelines:

- Each school may submit a "Public Service Announcement Entry Form" for a *maximum of three (3)* "PSAs" to be judged.
- Each PSA should be a maximum of 30 seconds per spot. Be creative; think about creating a jingle or limerick.
- Five (5) points will be deducted for every (5) seconds beyond the 30 second time allotment.
- Students will deliver their PSA spots secluded from view; gestures and visuals will not be seen or judged.
- Scoring of the audio PSA will be based on the content and delivery of the material only.

Judging:

- Each entry will be judged using the "Public Service Announcement Competition Score Sheet."
- The Danish awards system will be used to score this contest: Blue ribbons will be awarded to competitors earning 90-100 points; red ribbons awarded to competitors earning 75-89 points; white ribbons awarded to competitors earning 74 points or less.

Deadline:

Entry forms must be received through email by Reggie Morris (rbmorris@vt.edu), Jennifer Lay (jennifer.lay@acps.k12.va.us), or Raena Mitchell (raena.mitchell@acps.k12.va.us) no later than Friday, April 12, 2019. Please note that this is the Friday prior to ACPS Spring Break.