

**Oklahoma Recycling Association  
Public Service Announcement Contest  
RULES**

**What is the Oklahoma Recycling Association Public Service Announcement Contest?**

The Oklahoma Recycling Association Public Service Announcement (PSA) Contest is devoted to raising awareness about the importance of recycling in Oklahoma. The Oklahoma Recycling Association Public Service Announcement Contest gives students the opportunity to express themselves in positive manners and provide education and support to their peers through the development of original and compelling PSAs about recycling issues.

**What is the theme for the Oklahoma Recycling Association Public Service Announcement Contest?** The theme is “Recycle for Your Future”. The Oklahoma Recycling Association Public Service Announcement Contest invites students to submit ideas for public service announcements that encourage recycling in their schools and communities with emphasis on how recycling saves natural resources and energy and reduces pollution.

**Who can enter?**

Only students in grades 9 to 12 can submit entries for consideration to the Oklahoma Recycling Association Public Service Announcement Contest. Participants under the age of 18 must have parental/guardian consent before submitting entries to the Oklahoma Recycling Association Public Service Announcement Contest.

**How should the PSA be submitted for entry?**

Public Service Announcements (PSAs) must be submitted as a full-quality/full-frame (720 x 480 pixel) NTSC, recorded on DVD. Entries should be either 30 or 60 seconds in length and should include the proper registration forms, waivers, compliance statements, and releases. Also, entries must include a script. PSAs can be submitted via postal mail. Entries must be postmarked by Friday, October 21, 2011. Entries cannot be submitted electronically.

**Participants can send entries to:**

Public Service Announcement Contest  
Oklahoma Recycling Association  
Attention: Chris Feeney  
P.O. Box 521154  
Tulsa, OK 74152-1154

**How will PSAs be judged? Who will judge?**

Entries will be judged by a panel of qualified individuals, including professionals in the media and broadcast industry as well as the recycling industry. Refer to the judging rubric for more details.

**How will the winners be announced?**

Winning entries will be announced by the Oklahoma Recycling Association on America Recycles Day, Tuesday, November 15, 2011. Please check the Oklahoma Recycling Association Website to view the winners. [www.recycleok.org](http://www.recycleok.org)

**Can participants use other people's material?**

Entries must contain all original material (including music, images, etc.). No trademarked, copyrighted, or otherwise branded materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This can include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified.

**Can I use real-life experiences?**

Yes, the Oklahoma Recycling Association Public Service Announcement Contest encourages people to share their true stories. Depending on the nature of the PSA, students may be asked to submit additional waivers that give express permission to use photographs, names, and/or other pertinent material in the PSA. Completed Talent Release Forms must be turned in with entries if applicable. All participants must knowingly agree to appear in entries and must complete and sign any required Talent Release Forms.

**What are the prizes?**

Each correctly submitted entry will receive a \$25 award for participation. Additional prizes will be awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners. The prizes are as follows:

- 1<sup>st</sup> place - \$500.00 to the individual winner or winning group, \$100.00 to the Environmental Science Club at the winner's school and airing of the winning PSA on television stations throughout the state of Oklahoma (depending on the quality of the winning entry)
- 2<sup>nd</sup> place - \$300.00 to the individual winner or winning group, and \$50.00 to the Environmental Science Club at the winner's school
- 3<sup>rd</sup> place - \$150.00 to the individual winner or winning group, and \$50.00 to the Environmental Science Club at the winner's school

**Will entries be returned?**

No. Entries become the property of the Oklahoma Recycling Association and may be used for future promotional materials.

**Does it cost anything to enter the Oklahoma Recycling Association Public Service Announcement Contest?**

There is no charge for submitting an entry to the Oklahoma Recycling Association Public Service Announcement Contest.

**Can I submit more than one entry?**

Yes. You are only able to submit one PSA idea, but you may submit this idea in the different lengths of 30 and 60 seconds. For example, you can submit both a 30 and a 60 second version of your PSA.

**Can entries be disqualified?**

Entries will be disqualified if they contain vulgar or inappropriate content; are not turned in with all proper paperwork; have postmarks later than the specified due date; or use copyrighted material without written permission. No trademarked, copyrighted, or otherwise branded

materials, logos, products, etc. may be used without express written permission from the owner, business, and/or organization. This can include logos on t-shirts, trademarked brands on products, etc. If entries contain copyrighted, branded, and/or trademarked materials without proper permission, those entries will be disqualified. Completed Talent Release Forms must be turned in with entries if applicable. All participants must knowingly agree to appear in entries and must complete and sign any required Talent Release Forms.

**Can adults assist in production?**

Adults may assist with production, but they are limited to only verbal guidance. Adults are allowed to be actors, but not content contributors.

**How many students can work on one PSA?**

There is no limit on the number of students who can work on a PSA. The PSA must be entered under one name, and there will only be one prize awarded for the winning PSA. Participants can choose to divide the prize on their own terms if applicable.

**What is the deadline?**

All entries must be postmarked no later than Friday, October 21, 2011.

**What does each entry need to include?**

Entries should include the video, proper registration forms, waivers, compliance statements, and releases. Also, entries must include a complete script.

**Can participants make Flash videos with hand-based sketches or drawings of their own?**

You can use Flash, but just make sure it can play in a stand-alone format (.swf) without the use of a Web browser. Also, with Flash we recommend sending the .fla file to us so we can showcase it on the Web at its most optimum level of performance. We won't distribute the file; it would only be for internal use.

**May it be a silent movie with a background song?**

Music and sounds may be used, but they can't be copyrighted. See the Student Release and Waiver form for complete details.

For questions not answered here, contact Chris Feeney, Oklahoma Recycling Association Public Service Announcement Contest Coordinator, at [Chris.Feeney@okdhs.org](mailto:Chris.Feeney@okdhs.org).

**Oklahoma Recycling Association  
Public Service Announcement Contest  
TALENT RELEASE FORM**

Talent Name: \_\_\_\_\_ Project Title: \_\_\_\_\_

I hereby consent for value received and without further consideration or compensation to the use (full or in part) of all videotapes taken of me and/or recordings made of my voice and/or written extraction, in whole or in part, of such recordings or musical performance for the purposes of illustration, broadcast, or distribution in any manner.

at \_\_\_\_\_ on \_\_\_\_\_  
(Recording Location) (Date)

by \_\_\_\_\_ for \_\_\_\_\_  
(Producer) (Producing Organization)

Talent's signature \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip code \_\_\_\_\_  
Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
\_\_\_\_\_

If the subject is a minor under the laws of the state where modeling, acting, or performing is done:

Legal guardian \_\_\_\_\_ (sign name) \_\_\_\_\_ (print name)

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**Oklahoma Recycling Association  
Public Service Announcement Contest  
ENTRY FORM**

This entry form must be completed **by each student in each group** and must be signed by each student's parent or guardian, or the team will be disqualified. Mail all entry forms, waivers, two copies of your script and two DVDs to:

Public Service Announcement Contest  
Oklahoma Recycling Association  
Attention: Chris Feeney  
P.O. Box 521154  
Tulsa, OK 74152-1154

**Entries must be postmarked no later than Friday, October 21, 2011.**

Entry title: \_\_\_\_\_

School: \_\_\_\_\_

Length of video: o 30 seconds o 60 seconds

Sponsor: \_\_\_\_\_ Telephone: \_\_\_\_\_

Sponsor email address: \_\_\_\_\_

Team members: \_\_\_\_\_ Grade: \_\_\_\_\_

Team members: \_\_\_\_\_ Grade: \_\_\_\_\_

Team members: \_\_\_\_\_ Grade: \_\_\_\_\_

Team members: \_\_\_\_\_ Grade: \_\_\_\_\_

Team members: \_\_\_\_\_ Grade: \_\_\_\_\_

Person submitting entry: \_\_\_\_\_ Grade: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

I certify that the above information has been filled out accurately and to the best of my knowledge. I understand that by submitting this entry into the Oklahoma Recycling Association Public Service Announcement Contest, I am giving the Oklahoma Recycling Association the right to release my video. I understand that once submitted my video immediately becomes the sole property of the Oklahoma Recycling Association. I also understand that the submitted entry packet will not be returned. I certify that my team and I completed the major tasks of writing, recording and producing the commercial submitted for competition.

Student's name: \_\_\_\_\_ Signature: \_\_\_\_\_

Parent's name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Oklahoma Recycling Association  
Public Service Announcement Contest  
PARENT ENTRY WAIVER**

**Instructions:**

Parents and/or legal guardians, please read this consent form and the enclosed contest rules carefully. If you wish to give consent, please complete and sign this form, and have your child include it in his/her entry packet for the Oklahoma Recycling Association Public Service Announcement Contest. Please note that submissions that are not accompanied by properly signed and completed waivers and any other necessary information or materials will not be accepted by the Oklahoma Recycling Association.

I, \_\_\_\_\_, am the lawful custodial and/or non-custodial parent/legal guardian of: \_\_\_\_\_ . My child has my consent and permission to:

- Enter and participate in the Oklahoma Recycling Association Public Service Announcement Contest, sponsored by the Oklahoma Recycling Association.
- Allow the child's name, age, grade level and school to be displayed along with their video.
- Participate in any media or promotional events, including any possible winner ceremonies, media interviews and publicity events related to the Oklahoma Recycling Association Public Service Announcement Contest.

**Privacy Disclaimer:**

Any personal information collected during the course of the Oklahoma Recycling Association Public Service Announcement Contest by the Oklahoma Recycling Association will only be used for administering this competition, or as otherwise set out in the enclosed contest rules. Except where prohibited by law, participation in the Oklahoma Recycling Association Public Service Announcement Contest constitutes the child's and his or her parent's/legal guardian's consent to the storage, use and disclosure of the child's entry details as set out in the enclosed contest rules.

I understand that upon submission, my child's entry packet and video becomes the sole property of the Oklahoma Recycling Association, and no submitted entry packets will be returned.

X \_\_\_\_\_ Date \_\_\_\_\_  
Parent/Guardian signature

## Judging Rubric

Category	4 points	3 points	2 points	1 point
Content	Content is original, accurate, and interesting. Topic is well-addressed.	Content is accurate and addresses topic adequately.	Content is accurate, but does not adequately address topic.	Content is not accurate and the topic is not addressed
Persuasiveness	Entry covers the topic with details and/or examples. Presentation is realistic and compelling.	Entry includes important knowledge about the topic. Presentation is realistic and compelling.	Entry includes essential information about the topic, but has a few factual errors. Presentation is mostly realistic and compelling.	Entry has several factual errors. Presentation is unrealistic.
Creativity	Entry shows original and creative ideas.	Entry has some original thought, shows some new insights.	There is little original thinking.	There is no original thinking.
Technical Production	The message is conveyed through appropriate tone and/or voice. The recording is clear. All elements coincide with the entry's message.	The message is mostly conveyed through appropriate tone and/or voice. The recording is clear. All elements mostly blend with the entry's message.	The message is mostly conveyed through appropriate tone and/or voice. Most of the recording is clear. Some elements tend to distract from the entry's message.	The message is not conveyed through appropriate tone and voice. Recording is not clear. Elements distract from the entry's message.
Overall Presentation	Entry has excellent use of setting, light, color, graphics, effects, sounds, etc.	Entry uses good lighting, setting, color, graphics, effects, sounds, etc.	Entry uses good lighting, setting, color, graphics, effects, sounds, etc., but may digress from the overall presentation.	Entry use of light, setting, color, graphics, effects, sounds, etc. are distracting.