

TEXAS PTA ENVIRONMENTAL AWARENESS CONTEST

“What Can I Do?”

The Texas PTA wishes to extend an invitation to all students to join us in the 2007-2008 Environmental Awareness Contest. This contest is open to all students from PTA schools in grades Pre-K through 12. We hope students will develop high-level thinking skills in relation to environmental education through the TEKS.

The contest is easy:

1. The Local PTA President or Environmental Chairman will give a Student Entry Form to each student who wishes to participate in the contest;
2. Students will think of an idea involving the contest theme and write a newspaper article (Opinion Editorial or Reported Information), design a newsletter (pictures optional), draw media art or design a print advertisement, photograph, or produce a 30 second public service announcement in audio (6th-12th) or video format (9th-12th).
3. Students can enter in multiple categories, but must fill out a separate entry form for each.
4. Texas PTA partners could use winning entries at the State level for promotional purposes.

Local PTA Judging

The judges will choose **up to three winners from each grade, PER category**- photography, media art, print advertising, newspaper articles, newsletter, or public service announcements, **to send to either Council or Area (if not in a Council) by March 1st.** NOTE: Local PTA's may have as many winners as they choose, but only three per category can advance to Area. **Ribbons can be purchased through Texas PTA or another source.** A reproducible certificate is available for download on the Texas PTA website. **REMINDER- If the Local PTA is not in a Council, winners should be forwarded directly to the Area for judging.**

Council PTA Judging

Next, winners will compete with all other Local winners in the Council. The Council judges will choose **up to three winners from each grade, PER category, to send to State PTA by April 1.** The Council may wish to award more winners (Award of Excellence, Award of Merit, Honorable Mention, etc.)

Area PTA Judging

The winners from a Local PTA not in a Council will go to Area for judging and **up to three winners from each grade, PER category** will be sent to the State Office. Area PTA's may award more winners (Award of Excellence, Award of Merit, Honorable Mention, etc.)

- Council and Area **MUST** have the winning entries to the State Office **NO LATER THAN April 1st.**
- Do NOT pack anything else in the envelope/box with the Environmental Contest entries.

Deadlines are set to alleviate confusion at all levels. You may adjust deadlines if necessary. ONLY the State deadline will not be changed.

State Level Judging

Finally, State level judging takes place in early May and winners will be recognized at the Student Awards Ceremony.

Any questions about the contest can be forwarded by email to lhueske@txpta.org or by calling 1-800-TALK-PTA.

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- All entries for Newspaper Articles, Newsletters, Print Advertising, Media Art and Photography should be placed in a manila folder or envelope with the entry form attached to the back of entry by paper clip. **DO NOT put any personal information on the front of the entry. DO NOT STAPLE OR MOUNT ENTRIES.**
- PSA entries should be cued to the start of their entry and placed in a manila envelope with a clasp closure with the entry form attached to the outside of the envelope. Label all VHS and audiocassettes, CDs and DVDs with the name, and phone number of the student.
- All Entry forms must be COMPLETE and signed by the student and parent (if student is under 18) or be disqualified.

Criteria for Media Art: (Hand drawings ONLY in crayon, marker, colored or regular pencils)

- a. **This category is open to Pre-K through 2nd grade only.**
- b. Entry must be no larger than 8 ½ X 11 inches and may not exceed one page.
- c. The entry must be flat- no painted entries, 3-D objects, **and not mounted.**
- d. Entries must be hand-drawn; computer generated work will be judged as a Print Advertising entry.
- e. Entry must be the student's original work.

Criteria for Print Advertising: (Hand drawing and/or computer generated; **ALL Grade Levels**)

- a. Entry must be no larger than 8 1/2 X 11 inches and may not exceed one page.
- b. The entry must be flat- no 3-D objects, **and not mounted.**
- c. Computer graphics may be used.
- d. Entry will be considered for a newspaper or magazine advertisement and may be reduced digitally to fit those mediums.
- e. Entry must be the student's original work.

Criteria for Newspaper Articles: (non-fiction, based on facts; **ALL Grade Levels**)

- a. The article must be identified as one of the following types:
 - Reported Information - based on facts about the environment, a specific issue, or an event.
 - Opinion Editorial (Op Ed) – persuasive piece, but still based on facts (could be in a poetic style).
 - Newsletter - may be a one page, front (and optional back) newsletter, with pictures.
- b. The articles must be no longer than 500 words, but a newsletter entry may have more.
- c. Op Ed and Reported Information entries must only have words; Newsletter entries can have pictures.
- d. Entries may be typed or handwritten; however, handwritten entries must be legible.
- e. Parents may transcribe for primary students (Pre-K through 2nd Grades).
- f. Entries must be the student's original work.

Criteria for Photography: (**ALL Grade Levels**)

- a. The photo must be the original work **BY the student**- no Internet images.
- b. Computer enhanced images will NOT be accepted.
- c. The entry must not be larger than 8 X 10 inches and are limited to one page, **and not mounted.**
- d. Photographs should communicate a message without the use of words.

Criteria for Public Service Announcements:

- a. **The audio PSA category is open to grades 6-12 only.**
- b. **The video PSA category is open to grades 9-12 only.**
- c. All entries, whether audio or video, must be **exactly 30 seconds** or will be disqualified from judging.
- d. All entries must have the tag line, "Sponsored by Texas PTA" included **in** the timed entry.
- e. A script must be enclosed with the produced entry and entry form.
- f. Entries must be in CD, audiocassette, VHS or DVD format and must be playable on standard equipment.
- g. School classes and organizations can enter as a group. Grade levels for judging will be determined by the highest-grade level of the participants. An entry form for each group member must be included.
- h. Entries must be the student's original work.