

TEXAS PTA ENVIRONMENTAL AWARENESS CONTEST “What Can I Do?”

School Deadline: Feb. 15

Students **can** enter in multiple categories, but must fill out a separate entry form for each.

Judging Criteria:

- Does the entry effectively convey the theme?
 - Does the entry communicate a message that makes the public want to take care of the environment?
 - Is the entry creatively based on the grade and age level of the entrant?
 - Does the entry meet the criteria of the individual category?
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- All entries for Newspaper Articles, Newsletters, Print Advertising, 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, MOUNT, SEAL or WRAP 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 Print Advertising: (Hand drawing and/or computer generated)

- 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)

- 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. Entries must be the student's original work.

Criteria for Photography:

- 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.**