

CLEAN AIR Force of Central Texas 2016 Public Service Announcement Air Quality Contest



What is a PSA?

A Public Service Announcement (PSA) is similar to a TV commercial. While commercials give information to sell a product, PSAs are intended to modify public attitudes by raising awareness about a specific issue and suggesting a positive solution.

Who can enter?

Any high school student in the Central Texas five-county region of Bastrop, Caldwell, Hays, Travis or Williamson can enter the contest. Students under 18, must have a parent/legal guardian enter on their behalf.

What do I have to do?

Develop a 30-second Public Service Announcement (PSA) for television for the CLEAN AIR Force of Central Texas to use for the 2016 Ozone Season. One PSA entry per individual student. The PSA should feature different positive actions individuals can take to reduce ground-level ozone in Central Texas.

How do I start?

To start researching ground-level ozone, visit the CLEAN AIR Force of Central Texas website at www.cleanairforce.org. If you are still having trouble figuring out where to start, talk to the media or science teacher at your school. They will be able to make some suggestions.

Submission information:

PSA entries should be submitted as an uncompressed high definition QuickTime movie and be sure to complete the entry form that can be found at www.cleanairforce.org. The submissions should be clearly labeled with your name, your contact information (phone and email), your high school, your teacher's name and contact information (phone and email), the title of your PSA, and a signed "Terms for Submission" form. Submissions will become property of the CLEAN AIR Force.

Winning entries:

The first place winner will receive a 32GB Samsung Galaxy Tab and the first place PSA may be aired on Time Warner Cable Central Texas TV stations in April 2016. The second place winner will receive a 16GB Samsung Galaxy Tab. There is no entry fee. Contest begins October 1, 2015. All entries must be postmarked by January 31, 2016. Winners will be notified by March 2016.

What needs to be in my PSA?

All PSA entries must meet the following criteria:

1. Entries must be exactly 30 seconds in length.
2. Entries must include the CLEAN AIR Force logo and website (www.cleanairforce.org).
3. Entries must be based on fact and include at least two ground-level ozone reducing activities. If you do not already know a lot about ground-level ozone, you will need to do some research (see "How do I start?"). Entries related to picking up trash, recycling, climate change, etc. will be disqualified.
4. Entries must display positive, pro-active images and activities to reduce ground-level ozone.
5. Entries are encouraged to incorporate the tag line "Be air aware!"
6. Entries should illustrate a knowledge of why clean air is important to Central Texas.
7. Entries should represent Central Texas by utilization of facts and images that are unique to the area.
8. Entries should be interesting and attention-getting ads which will engage the local community.
9. The PSA can be as funny, imaginative, weird or serious as you want it to be—just make sure that it is interesting, factual and 30 seconds in length.



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