

MID-OHIO VALLEY CLIMATE ACTION PSA CONTEST

Mid Ohio Valley Climate Action (MOVCA) is inviting high school and college students, along with staff and faculty, to participate in a contest to create a Public Service Announcement (PSA). PSAs are short audio/image messages that communicate ideas about topics that a community needs to engage with, think through, and act upon. Though they take a similar form, they are not quite commercials; *ideas and actions* are the focus.

MOVCA is looking for video PSAs of 25 seconds or less. This length will allow for the addition of additional information about upcoming events as needed. It is imperative to stay within the time limit for broadcast purposes. **Please note that, although you are submitting a video, the audio narration must be able to stand on its own, as it may also be aired on radio with the audio extracted.**

Submissions are due November 1. Judges will review the results for quality and accuracy, with a first place and runner-up winner being announced in mid-November (date TBA).

TOPIC AND RESOURCES

The theme of the PSA is “Climate Change: Change the Future.” Currently we as a society are not heading in the right direction with the climate crisis. Your PSA should educate others about climate change (causes, dangers, and consequences, for example), but should also inspire action to change the direction to a more hopeful future. You do not need to include the phrase “Change the Future,” but your PSA should align with the theme. Here are a few resources for you to use for accurate information on climate change. Additional educational resources will be posted on the contest web page at www.ecosparkmov.org.

- <http://climate.nasa.gov>
- <https://350.org/science/>
- <https://citizensclimateeducation.org/tools/citizens-climate-university/>

GOALS

The goal is to **draw attention to the needed urgency in addressing climate change and to provoke residents to think about its causes and consequences while inspiring action for a better future.** In addition, the PSA should depict and reflect our region and, ideally, direct the audience to MOVCA as a resource.

AUDIENCE

As you create a PSA, you should always keep your target audience in mind. This year, the target audience is your peers. In other words, you would be trying to reach high school to college-aged young people in the Mid-Ohio Valley with your message.

PARTICIPANTS

Entries can be submitted by individual students or teams. Collaborations are encouraged. Although the majority of team members must be students, teams may also include staff or faculty. All entries must identify names of each individual who worked on the PSA and their contributions.

SUBMISSIONS DEADLINE

Entries must be received by November 1, 2021.

All PSAs and required forms must be submitted to **movcacontests@gmail.com** and will not be returned. No entries will be accepted after that date. MOVCA is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries, none of which will be considered.

Instructions for submitting entries and other details related to this competition can be found in the "Official PSA Contest Rules" on page 4. All participants must abide by the contest rules in order to submit a PSA.

Participants have flexibility and creative license in developing their PSA. Different media (live action, animation, stop motion etc.) are all encouraged. The PSA can be done very simply with a single actor reading or performing a message or it can be an elaborate production with music and sound or visual effects. Just be sure it is in good taste.

MOVCA has the right to reject any entry it considers inappropriate or inaccurate.

COPYRIGHT

Participants are required to act responsibly and follow all applicable copyright laws in the production of the PSA. Participants must be the author and copyright owners of the entry (include or have permission via license or otherwise to use or incorporate portions of their entry authored, owned or controlled by anyone else.) Avoid licensed music as well as any brand or product names. Sound effects and public domain music may be used or “royalty-free” music can be purchased for a single fee with no subsequent royalties.

JUDGING

PSAs will be judged according to their creativity, their accuracy in communicating the facts of the danger and urgency of climate change, their depiction of the MOV, and the broadcast quality of the video or audio submitted. Video should be at least 720 dpi or higher.

The winning PSAs will be selected by a panel of judges comprised of communication experts, some of whom may be members of MOVCA. The judges’ decisions are final. MOVCA may choose to not make an award if the quality of the submissions do not meet the judges’ criteria.

AWARDS

The winning participants will be notified on a TBA date in November via the phone number and/or e-mail address that were provided.

or

A public screening of the PSAs and an announcement of award winners will be held online at a TBA date in November. Cash prizes will be awarded directly to the individual or group of top two submissions in the following amounts:

1st Place \$300

Runner-up \$150

The winning entries will appear on MOVCA’s website and aired on local media and may be submitted for airing to other broadcast and cable networks. Time and placement of all airings shall be at the sole discretion of MOVCA.

MOVCA OFFICIAL PSA CONTEST RULES

1. All PSA entries will be received by MOVCA by the established entry deadline and will not be returned.
2. The PSA must provide accurate and factual information about climate change. All facts must be checked and verified before submitting.
3. PSAs must be suitable for use anywhere in the Mid Ohio Valley.
4. Video PSAs must be submitted in a ready to air MP4 format and at least 720 dpi resolution along with a copy of the script and research notations, if any.
5. In addition to the PSA, all entries must include the following fully executed, required documents: Entry Form, Contact Information, Terms of Agreement, and Release of Liability.
6. The PSA must be 25 seconds in length. It is VERY IMPORTANT to stay within the limit.
7. PSAs can be individual student or team efforts. At least half must be students.
8. Each individual or team may submit up to 3 PSAs.
9. All material in the PSA must be the original work of the participants.
10. PSAs must include the logo of MOVCA.
11. PSAs will be judged without the participants or members of the public present.
12. PSA award winners will be recognized by local media, and at an MOVCA event to be determined.