

TEXAS PTA ENVIRONMENTAL AWARENESS PROGRAM

2008-09 Theme: "I've got ENERGY!"

The Texas PTA wishes to extend an invitation to all students to join us in the 2008-2009 Environmental Awareness Program. This program 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 program:

1. The Local PTA President or Environmental Chairman will give a Student Entry Form to each student who wishes to participate;
2. Students will think of an idea involving the program theme and write a news article (Opinion Editorial or Reported Information), design a print advertisement, compose a photograph, or produce a 30 second public service announcement (6th-12th grade only) in audio or video format.
3. Students can enter in multiple categories, but must fill out a separate entry form for each.
4. Texas PTA may use winning entries for promotional purposes.

Local PTA Judging

The judges will choose **up to three winners from each grade, PER category**, (print advertising, news articles, photograph, or public service announcements), to advance to Council PTA judging by the council deadline (recommended March 15th). If not in a Council, send entries to Area by their deadline. NOTE: Local PTAs 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

The Council PTA judges will choose **up to three winners from each grade, PER category**, to advance to Texas PTA judging by April 15. **If Texas PTA receives more than 3 entries per grade in any category, that category will not be judged at the state level.** The Council may wish to award more winners (Award of Excellence, Award of Merit, Honorable Mention, etc.) A reproducible certificate is available for download on the Texas PTA website.

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 advance to Texas PTA judging by April 15. **If Texas PTA receives more than 3 entries per grade in any category, that category will not be judged at the state level.** 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 15th .
- Do **NOT** pack anything else in the envelope/box with the Environmental Program entries.

Texas PTA Judging

Texas PTA judging takes place in early May and winners will be notified of the results by the end of the school year. Award of Excellence and Merit winners will be recognized at a Student Awards Ceremony, date and location to be announced. Honorable Mention recipients will receive their certificate by mail. Any questions about the program can be forwarded via email to programs@txpta.org or by calling 1-800-TALK-PTA.

TEXAS PTA ENVIRONMENTAL AWARENESS PROGRAM

2008-09 Theme: "I've got ENERGY!"

- All entries for News Articles, Print Advertising, and Photography should be placed with the entry form in a page protector or manila envelope. **DO NOT put any personal information on the front of the entry. DO NOT STAPLE OR MOUNT ENTRIES.**
- Public Service Announcement (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; **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 painted entries, 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 News Article: (non-fiction, based on facts; **ALL Grade Levels**)

- a. The article may be a report of information or be an opinion/editorial persuasive piece, but still based on facts
- b. The article must be no longer than 500 words.
- c. Entries may be typed or handwritten; however, handwritten entries must be legible.
- d. Parents may transcribe for primary students (Pre-K through 2nd Grades). Please print exact language as used by the student including any grammatical errors.
- e. 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 be no larger than 8 X 10 inches and is limited to one page
- d. Entry must **not be mounted.**
- e. Photographs should communicate a message without the use of words.

Criteria for Audio Public Service Announcements (PSAs) (Grades 6-12 only)

Criteria for Video Public Service Announcements (PSAs) (Grades 6-12 only)

- a. **There are two categories of PSAs: Audio and Video. PTAs may send three winners from each grade level for each of these two categories.**
- b. All entries, whether audio or video, must be **exactly 30 seconds** or will be disqualified from judging.
- c. All entries must have the tag line, "Sponsored by Texas PTA" included **in** the timed entry.
- d. A script must be enclosed with the produced entry and entry form.
- e. Entries must be in CD, audiocassette, VHS or DVD format and must be playable on standard equipment.
- f. PSAs may be done by a group of students. Grade level for judging will be determined by the highest grade level of the participants. An entry form for each group member must be included.
- g. Entries must be the student's original work.