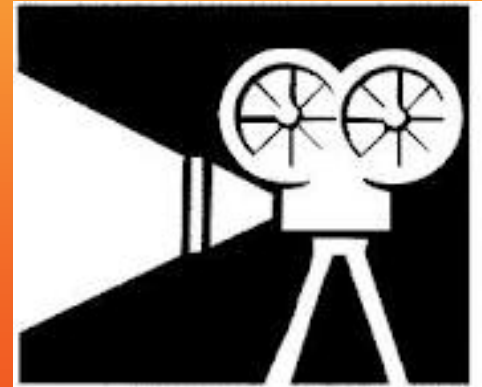


CLEAN AIR Force of Central Texas & Samsung

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2012 Public Service Announcement Air Quality Contest



Who can enter?

Any high school student in the five-county region of Bastrop, Caldwell, Hays, Travis or Williamson can enter the contest.

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 during the 2012 Ozone Season (April 1st—October 31st). One PSA entry per individual student. The PSA should feature different positive actions individuals can take to reduce ground-level ozone in Central Texas.

Submission information:

PSA entries should be submitted as an uncompressed 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 media 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.

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.

How do I start?

To start researching ground-level ozone, visit the CLEAN AIR Force of Central Texas website at www.cleanairforce.org and follow the links from there. 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 as to how to begin this project.

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?" below). Entries related to picking up trash, recycling, climate change, etc. will be immediately 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 "It all adds up to cleaner air!"
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.

Winning entries:

The first place PSA will inspire a commercial that will be aired on Central Texas TV stations during the 2012 Ozone Season. The first place winner will receive a 32GB Samsung Galaxy Tab and the second place winner will receive a 16GB Samsung Galaxy Tab.

There is no entry fee. Contest begins January 31, 2012. All entries must be postmarked by March 31, 2012. Winners will be notified by May 2012.