

Murfreesboro Electric Department presents the 17th Annual

**EARTH DAY**  
CELEBRATION 2018

EXTREME WEATHER: STAY AWARE & BE PREPARED

**Student Contest**

## **Extreme Weather Student Video Contest sponsored by Murfreesboro Water Resources and Rutherford Solid Waste Departments**

Enter the Murfreesboro Earth Day Celebration student Public Service Announcement (PSA) video contest.

Create a **2 minute** maximum PSA video announcement that explores our theme "Extreme Weather: Stay Aware & Be Prepared." Select from one of the following extreme weather conditions: Tornadoes, Hurricanes, Snow Storms, Lightning Storms, Ice Storms, Wild Fires, Extreme Heat, Flooding, Earth Quakes, or Droughts. Content should be themed around preparation and include the slogan "Extreme Weather: Stay Aware & Be Prepared."

This contest is open to all students in Murfreesboro City or Rutherford County. Contest rules and forms can be found at <http://cityschools.net/2018-earth-day>.

The 2018 Earth Day Celebration will be held April 21<sup>st</sup> from 10 AM – 2 PM in the Historic Murfreesboro Square.



# 2018 EARTH DAY PSA EXTREME WEATHER VIDEO CONTEST INFORMATION

1. Students that must be Murfreesboro City or Rutherford County residents in Elementary, Middle and High School grades.
2. Submissions should focus on the theme "Extreme Weather " and include the **slogan "Stay Aware, Be Prepared"**.
3. Each submission should include a short written summary of the project and include a video submission explaining the reason for your video. Submissions should also include the attached PSA video submission form.
4. The finished Public Service Announcement (PSA) video should be 2 minutes maximum. Teams should submit their final video via usb flash drive or dropbox submission to the Earth Day committee at 2552 South Church St. Murfreesboro, TN, 37127. For dropbox submission information please email [Tori.Carr@cityschools.net](mailto:Tori.Carr@cityschools.net) (city schools) or [hbleam@rutherfordcountyttn.gov](mailto:hbleam@rutherfordcountyttn.gov) (county schools). If applicable, accompanying projects may also be submitted to 2552 South Church Street, Murfreesboro, TN 37127 Attn: Tori Carr or 1220 W College St, Murfreesboro, TN 37128, Attn: Hannah Bleam.
5. All teams must submit completed participant forms for each team member. Team members must have completed the participate form to participate. The 200 word maximum essay should be written legibly or typed and attached to the PSA video submission form. The students, team captain and school name should be included on the PSA video submission form for identification purposes.
6. All submitted videos will remain the property of the Earth Day Committee jointly with their corresponding departments and companies.
7. This can be an individual, group or class project.

## Judging Criteria

1. Complete contest rules must be followed at all levels of the competition. Incomplete packages will not be eligible for judging.
2. Each of the three grade categories will be judged separately.
3. Videos will be judged on:
  - a. Originality.
  - b. Reflection of the contest theme and slogan.
  - c. Videography.
4. Essays will be judged on:
  - a. Language use and style.
  - b. Organization.
  - c. Effectiveness and focus.

## Competition Procedures

1. Contest information may be retrieved at <http://www.cityschools.net/2018-earth-day>.
2. Video should be submitted to Murfreesboro City Schools at 2552 South Church Street, 37127 or 1220 W College St, Murfreesboro, TN 37128. Deadline to submit the entry (PSA video/project/participant form) is 4:00 PM, Monday, April 9, 2018.

## PSA Video Winners

1. The entries (original and copies) become the property of the Earth Day Committee jointly with their Departments or Companies. The entries may be electronically displayed by Departments or Companies of the committee. Any applicable copyrights will be held by those entities.
2. The submissions may be used in publications, exhibits, displays, social media and on websites, as determined by the Murfreesboro Earth Day committee members.
3. There will be gift cards awarded to in each school category. category. **Team members have to be present to win.**
  - A. City Students Elementary School k-6 Top 2 awarded \$50 each
  - B. City & County Students Middle School 6-8 Top 2 awarded \$75 each
  - C. City & County Students High School 9-12 Top 2 awarded \$100 each

# 2018 EARTH DAY EXTREME WEATHER PSA VIDEO CONTEST PARTICIPANT FORM



Team Name: Team Captain Name: \_\_\_\_\_

Student Name: \_\_\_\_\_

Grade: \_\_\_\_\_

School Name: \_\_\_\_\_

City or County School: \_\_\_\_\_

Teachers Name: \_\_\_\_\_

Teacher's Email: \_\_\_\_\_

School Address: \_\_\_\_\_

School Phone: \_\_\_\_\_

School City: School Zip code: \_\_\_\_\_

Principal Name: Principal Email: \_\_\_\_\_

I hereby grant permission to use and reproduce the submitted essay, poster, project, image, video and/or voice, submitted by my child, and to use their submission, name, photograph, video or likeness in print, social media and video media related publications, news features, blogs, promotions, or news relating to the Murfreesboro Earth Day Celebration. I understand that the Earth Day Committee will retain the right to use all submitted essays, posters, projects, images, videos and/or voices to promote current and/or future Murfreesboro Earth Day Celebration activities. I also grant permission for my child to participate in any interviews with media relating to this event. I understand that any written statements may be edited or used, in whole or in part, or adapted with other materials, and I hereby waive all rights of privacy, compensation, control, or royalties that I may have.

I have read this document before signing below and warrant that I fully understand its contents.

Name of Parent/Guardian (Please Print): \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address City, State, Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ - \_\_\_\_\_

# 2018 EARTH DAY EXTREME WEATHER PSA VIDEO SUBMISSION FORM



Team Name: \_\_\_\_\_

Grade: \_\_\_\_\_

Team Captain Name: \_\_\_\_\_

City or County School: \_\_\_\_\_

Title of Video: \_\_\_\_\_

Names of students on team: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

School Name: \_\_\_\_\_

Teachers Name: \_\_\_\_\_

Teachers Email Address: \_\_\_\_\_

Principal Name: Principal Email: \_\_\_\_\_

I and my parent has grant permission to use and reproduce the submitted essay, poster, project, image, video and/or voice, submitted by my child, and to use their submission, name, photograph, video or likeness in print, social media and video media related publications, news features, blogs, promotions, or news relating to the Murfreesboro Earth Day Celebration. I/We understand that the Earth Day Committee will retain the right to use all submitted essays, posters, projects, images, videos and/or voices to promote current and/or future Murfreesboro Earth Day Celebration activities.