



## PSA Competition:

Clark Fork Watershed Education Program invites youth in grades K-12 to create a Public Service Announcement (PSA) educating audiences and encouraging positive environmental action (or discouraging negative environmental action). A PSA is an announcement made for the good of the public. We are accepting video, audio and poster/meme files. Content is not limited to spring activities but can cover seasonal topics throughout the year.

- Open to K-12 students in the Clark Fork and Blackfoot Watersheds;
- Public Service Announcement (PSA) video file (.mov, .mp4, and.mxs), audio file (.m4a, .mp3 or .wav) or posters or memes with factual information and encouraging stewardship of our land and water resources;
- Submissions accepted from Earth Day, April 22, 2022 until **Sunday, May 22, 2022 at 5:00 PM;**
- Winners will be announced on **Tuesday, May 31, 2022;**
- Top two submissions in each category (video, audio and poster/meme) will be rewarded with \$100 and \$50 gift cards;
- Top entries will be featured throughout the year on our social media pages.
- The winners will be broadcast regionally;
- For commercial play, the video or audio file must be 30 seconds; we can play 60 second messages on our social media.
- All material must be the original work of the students. ***Copyrighted material is not allowed and will be an automatic disqualification;***
- The video or audio file cannot contain copyrighted music;
- Please ensure all participating minors have parental permission to submit;
- The content must be appropriate for all ages;
- Students can work as individuals or teams;
- **Submit PSAs via email to [mwanamaker@mtech.edu](mailto:mwanamaker@mtech.edu). If needed, files can be shared via Google Drive, Dropbox, or other cloud service.**

## Judging Criteria:

A committee made up of CFWEP staff, local community leaders, and volunteers will review videos and narrow down the contestants to a small group.

- Engaging: Does it hold the attention of the viewer?
- Informative: Will the audience learn something about their natural environment?
- Meets criteria: Does it meet the submission rules?
- Age-appropriate: Can it be shared with and understood by all ages?
- Call to Action: Does it encourage positive action or discourage negative action?

**Teachers can find the PSA lesson slideshow linked at [CFWEP.org/earthmonth](http://CFWEP.org/earthmonth) under the Stormwater tab. Contact Melissa at [mwanamaker@mtech.edu](mailto:mwanamaker@mtech.edu).**