



&



Williamson Recycles and Keep Williamson Beautiful invite Williamson County and Franklin Special Schools to participate in the...

2018 Recycled Project Contest

Middle School Project: Create a 30-second to 1-minute-long environmental PSA

What can you do to help our local environment in Williamson County, TN?

Create a 30-second to 1-minute-long audio visual public service announcement (PSA) answering this question. Consider sharing the message that it is important to take care of our environment by ending litter, beautifying our community, reducing our waste, and recycling! I want you to persuade me! Creativity is encouraged!

Contest Rules

Project: Public Service Announcement (PSA)

Audience: Williamson County residents

Display: Videos will be shown to Keep Williamson Beautiful/Williamson Recycles volunteers and to the general public at community events.

PSA Format:

- PSAs should be between 30-seconds and 1-minute in length.
- PSAs should be submitted in DVD/flash drive/email format.

Goals:

- Persuade county residents to believe that it is important to take care of the environment.
- Inspire the community to end littering, beautify the community, reduce waste, and/or recycle (you may choose to focus on 1 message, such as focusing on litter, or focus on several).
- Create and utilize a catchy slogan that captures the theme of your PSA. This will be the video title.
- Use visual design, audio, and information strategies to engage the public with video projects.
- PSA should be between 30-seconds and 1-minute in length.

Video projects may be created by an individual or a group for submission to the contest!

School level judging: Please conduct a *school level judging* to select winning projects for the countywide contest. First, second, and third place school winners may be entered into the countywide contest for a total of **three entries per school**.

Forms: Please attach an **Entry Form** and a **Parental Permission Form** provided below for each PSA that is chosen as a school finalist.

All submissions are due by Friday, May 11, 2018.

Judging: Project will be judged in the following categories.

1. Clearly explains the concept that it is important to take care of the environment
2. Includes a persuasive message focusing on ending litter, beautifying the community, reducing waste, and/or recycling
3. Overall persuasiveness of slogan and PSA
4. Creativity!
5. Project follows contest rules, including time length

The County Level Judging is conducted by the Keep Williamson Beautiful Committee and WCS & FSSD Representatives. Winners will be notified through their teacher's email address by May 17, 2018.

Awards:

- Winning schools receive **financial awards** to be used towards the school's environmental program/Merit Program.
 - First place- **\$250**
 - Second place- **\$100.**
 - Third place- **\$50**
- Winning PSAs will be shown to the general public at TBA community events. (KWB reserves the right to keep winning projects for promotional purposes.)
- News releases with names of the winners, teachers, and schools will be provided for submission to the local media.

Contact for questions and additional information:

Jennifer Gosciniak, Williamson Recycles—Keep Williamson Beautiful

(615) 786-0166, email: jenniferg@williamson-tn.org

ENTRY FORM

Please deliver projects to Williamson Recycles/Keep Williamson Beautiful at either the Williamson County Material Recovery Facility or the Williamson County Solid Waste Department with entry and signed parental permission form(s) by **Friday, May 11, 2018**.

Mail or deliver to:

Recycled Art Contest, Keep Williamson Beautiful: 420 Century Court, Franklin, TN 37064

Hand deliver to the door at left side of the building with the sign: **Buy Back Center** Mon.-Fri., 8 a.m. – 3:30 p.m.

or

Williamson County Solid Waste Department: 5750 Pinewood Road, Franklin, TN 37064

Hand deliver to landfill office building, Monday - Friday, 7 a.m. – 3:30 p.m.

Reminder: Limit of 3 entries per school

Students and schools: Please keep a copy of your video with you as Flash Drives and DVD's will not be returned to schools.

School _____ Grade _____

Student's name _____

Title of PSA _____

Parent Name _____

Parent Email _____ Phone _____

Teacher Name _____

Teacher Email _____ Phone _____



PARENTAL PERMISSION FORM

Event: Williamson Recycles –Keep Williamson Beautiful
Public Service Announcement – 2018 Recycled Project Contest

Date: ___/___/___

Child's Name: _____

Parent/ Guardian's Name: _____

I hereby give my permission for my child, named above, to participate in the Keep Williamson Beautiful Recycled Project Contest. By permitting my child to participate in the Recycled Project Contest, I agree to release and hold harmless Williamson County and Keep Williamson Beautiful and its employees, volunteers, officers, and agents from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from my child's participation in the contest.

I understand that the Keep Williamson Beautiful staff may photograph participants of the contest and that my child's image may be included in such photographs in the course of participating in the Contest. I hereby give consent for the Keep Williamson Beautiful staff to use any such photographs only for its own website, media or other promotional purposes. Keep Williamson County Beautiful will not sell my child's image or use it for any commercial use.

I agree that Williamson County and Keep Williamson Beautiful or their agents, officers, employees, and volunteers are not responsible for any injury, loss or damage to person or property resulting from my child's participation in the Contest.

Parent / Guardian Signature: _____

Date: ___/___/___

