



Invites you to help answer the question

## HOW'S THE AIR OUT HERE?

Mountain Studies Institute wants your help to create a . . .

### **PUBLIC SERVICE ANNOUNCEMENT (PSA)**

#### Contest Description

Mountain Studies Institute is hosting a contest for the best Public Service Announcement (PSA) related to health effects of poor air quality, with specific attention to ground-level ozone and mercury contamination. PSAs should not be advocacy oriented (for or against pollution sources). They should be strictly informational. The PSA contest is open to students ages 13 to 17. Interested students or groups of students should develop a 30 second (not including credits) audio or video PSA and submit them to Mountain Studies Institute. Prizes will go to the top 2 audio PSAs and the top 2 video PSAs .

#### The Message

The goal for MSIs PSA program is to make available to the public the health care implications of poor air quality, particularly with ground-level ozone and mercury. PSAs should be strictly information based. They are not to advocate for or against any possible pollution sources. MSI is interested in broadcasting PSAs on local radio and television stations. The PSAs need reflect the diversity cultures within the Four Corners Region. The PSAs should identify:

- 1) The pollutant
- 2) The health effects of the chosen pollutant
- 3) Ways to avoid health effects
- 4) Populations of concern
- 5) Personal actions to help address pollutant levels
- 6) Mountain Studies Institute and Air Quality Booklet

## Resources

MSI will make available copies of the “How’s the Air Out Here?” air quality booklet, a power point presentation on air quality in the Four Corners Region, and personnel to present the program, goals for the program, air quality issues, and to address questions. TEACHING RESOURCES can be found on MSI’s web page [www.mountainstudies.org](http://www.mountainstudies.org).

## Submission Process

Questions and entries can be submitted to:

Aaron Kimple  
Mountain Studies Institute  
1000 Rim Drive  
Durango, CO 81301  
[Kimple\\_a@fortlewis.edu](mailto:Kimple_a@fortlewis.edu)  
(970)247-7071

## Contest Deadline

Submissions should be delivered to MSI no later than April 1, 2010  
All winners will be notified no later than April 10, 2010.

## Awards

Awards will be given to 4 productions: 1 - to the top audio submission, 1 - to the runner up audio submission, 1 - to the top video submission, and 1 - to the runner up video submission. Winning groups will win either a pizza party or an ice cream party for their class (Class picks, though groups larger than 20 students will receive the ice cream option due to size of class). The teacher will receive an additional gift, to be determined.

PSAs will be aired on regional radio or TV stations throughout the Four Corners Region, and winning contestants will have the opportunity to present their PSA at MSI’s Annual Air Quality Forum.

Scores will be based on: 1) originality - is creativity displayed in delivering the message? 2) technical viability - can the concept be produced for a statewide audience? and 3) content - does the PSA accurately describe the air quality issue and impacts?

## Rules and Guidelines

All participants, including producers, actors, musicians, and anyone else whose image or sound is on your submission, must turn in a signed entry form along with the video. Your permission allows us to promote the contest and spread the word on youth safety through the use of your message. Please have

everyone who appears on screen fill out the appropriate form. These forms must be completed for you to receive your prize money should you be one of the contest winners. The School/Teacher/etc. information on the entry form is requested - if applicable - so that we can give credit when teachers assign, encourage and/or enable participation in the contest. If you are producing your video on your own, please disregard that part of the entry form.

### :30 Radio/Audio Guidelines

- Also see contest General Guidelines.
- A radio public service announcement is defined as an Audio message conveyed to a target audience.
- All work must be original and cannot contain copyrighted content.
- No more than :30 audio with 5-10 seconds of black at end for sponsorship identification.
- Script must be included.
- Medium-specific submission guidelines:
  - The only accepted medium for Audio entries is a WAV file on a CD
  - 2 copies of the CD must be submitted with a script
  - Name and contact information must be written on the front of both CD's with a fine point, permanent marker
  - CD's must be placed in a case or comparable protective material to prevent damage
  - CD's and completed entry form must be placed in a sealed envelope, and postmarked no later than April 1, 2010.
  - Winning audio will be aired for the purposes of implementing a community-wide air quality awareness campaign

### :30 Television/Video Guidelines

- Also see contest General Guidelines.
- A television or YouTube public service announcement is defined as a Video message conveyed to a target audience.
- All work must be original and cannot contain copyrighted content.
- No more than :30 video with 5-10 seconds of black at end for sponsorship identification.
- Script must be included.
- Medium-specific submission guidelines:
  - The only accepted medium for Video entries is an MPEG2 file on DVD
  - 2 copies of the DVD must be submitted with a script
  - Name and contact information must be written on the front of both DVD's with a fine point, permanent marker
  - DVD's must be placed in a case or comparable protective material to prevent damage
  - If YouTube video is being submitted for consideration, a URL in place of a DVD is acceptable. Must include completed entry form and be postmarked by April 9
  - DVD's and completed entry form must be placed in a sealed envelope, and postmarked no later than April 1, 2010
  - Winning video will be aired for the purposes of implementing a community-wide air quality awareness campaign