

# TEXAS PTA ENVIRONMENTAL AWARENESS PROGRAM 2009-2010

## 100 Years From Now...

### The program:

1. The Local PTA President or Environmental Chairman will give a Student Entry Form to each student who wishes to participate.
2. Students will think of an idea involving the program theme and write a news article (Opinion Editorial or Reported Information), design a print advertisement, compose a photograph, or produce a 30-second public service announcement (6<sup>th</sup>-12<sup>th</sup> grades only) in audio or video format.
3. Students can enter in multiple categories, but must fill out a separate entry form for each.
4. Texas PTA may use winning entries for promotional purposes.
5. Entries must be the original work of one student (PSAs are the exception for a multiple student entry)

### Judging Criteria

- Does the entry effectively convey the theme?
- Does the entry communicate a message that inspires the public to care about the environment?
- Is the entry creative, based on the grade and age level of the entrant?
- Does the entry meet the criteria of the individual category?

When looking for judges, select people that have expertise in the media industry - photographers, magazine and newspaper reporters, graphic and commercial artists, etc. Judges reserve the right to move entries to a different category if it qualifies.

### Local PTA Judging

The judges will choose **up to three entries from each grade, PER category**, (print advertising, news articles, photography, or public service announcements), to advance to Council/Area PTA judging by the Council/Area deadline (the date March 15<sup>th</sup> is recommended, you will need to check with your Council/Area to learn the exact date). If not in a Council, send entries to Area by their deadline. NOTE: Local PTAs may have as many winners as they choose, but only three per category may advance to the next level. **Certificates can be purchased through Texas PTA or another source.** A free reproducible certificate is available for download on the Texas PTA website.

### Council PTA Judging

The Council PTA judges will choose **up to three entries from each grade, PER category**, to advance to Texas PTA judging by April 15. **If Texas PTA receives more than 3 entries per grade in any category, that category will not be judged at the state level.** The Council may wish to award more winners (Award of Excellence, Award of Merit, Honorable Mention, etc.) A reproducible certificate is available for download on the Texas PTA website.

### Area PTA Judging

The entries from a Local PTA not in a Council will go to Area for judging and **up to three entries from each grade, PER category** will advance to Texas PTA judging by April 15. **If Texas PTA receives more than 3 entries per grade in any category, that category will not be judged at the state level.** Area PTAs may award more winners (Award of Excellence, Award of Merit, Honorable Mention, etc.) A reproducible certificate is available for download on the Texas PTA website.

- **Councils and Areas MUST have the advancing entries to the State Office NO LATER THAN 5:00 pm, Thursday, April 15<sup>th</sup>, 2010.**

### Texas PTA Judging

Texas PTA judging takes place in early May and winners will be notified of the results by the end of the school year. Overall Award of Excellence, Award of Excellence, and Merit winners will be recognized at a Student Awards Ceremony, date and location to be announced. Honorable Mention recipients will receive their certificates by mail. Any questions about the program can be forwarded via email to [programs@txpta.org](mailto:programs@txpta.org) or by calling 1-800-TALK-PTA.