



CELEBRATE LITERACY WEEK, FLORIDA! PSA Contest



TOPIC: Create a 26 second public service announcement (PSA) that celebrates and promotes the importance of literacy in the state of Florida.

Just Read, Florida! and other offices within the Department of Education are seeking public service announcements (PSAs) created by elementary (grades K-5), middle (grades 6-8), and high schools (grades 9-12), designed to promote and celebrate literacy in the state of Florida. The contest is being held in conjunction with “Celebrate Literacy Week, Florida!,” which will be held January 25-29, 2010.

BACKGROUND:

- The Florida Literacy Coaches Association (FLCA) initially proposed the idea of celebrating literacy in Florida with a week dedicated to this purpose.
- The Just Read, Florida! office along with other representatives from the Florida Department of Education, developed possible activities for students, teachers, and schools centered on the theme of celebrating literacy. The PSA contest is one of the activities in which schools may participate.
- Community partners have joined FLCA, the Florida Department of Education, and Just Read, Florida! to promote literacy in our state.
- To view the 2009 Celebrate Literacy Week, Florida! PSA Contest winning entries, visit: <http://www.justreadflorida.com/literacyweek.asp>

WHAT IS A PUBLIC SERVICE ANNOUNCEMENT?

- A short video presentation promoting an issue or topic important to society
- Has a goal of creating public awareness
- Should present the issue in an engaging and creative manner

SUBMISSION REQUIREMENTS:

- The video should be created with some combination of copyright free stills, text, video, music, sound, effects, and/or student voice-overs.
- Length: 26 seconds maximum.
- Multimedia elements must adhere to copyright guidelines. Submissions that include ANY copyrighted music, footage, or images will NOT be accepted.

SUBMISSION REQUIREMENTS (continued):



- Student creator(s), school, sponsoring teacher(s), and the source of any non-original, multimedia elements (images and sounds) and permissions must be identified in the credits.
- All accepted submissions may be featured on the Florida Knowledge Network. By submitting your works, you are releasing publication and talent presentation rights to the Florida Department of Education and are certifying that the work is free of copyright violations.
- Only one submission per school is permitted.
- Student participation is required.
- Submissions should be faithful to the topic, “Celebrate Literacy Week, Florida!”
- Submissions must be in DVD format and mailed along with the completed contest entry and Florida Knowledge Network release form to the Just Read, Florida! office at 325 W. Gaines Street, Suite 444, Tallahassee, FL 32399 and postmarked by **December 18, 2009**.

PRIZES:

- The 1st place winning school from the elementary, middle and high school levels will be awarded a \$1,000 gift card.
- The 2nd place winning school from the elementary, middle and high school levels will be awarded a \$500 gift card.
- The 3rd place winning school from elementary, middle and high school levels will be awarded a \$250 gift card.

Please visit <http://www.justreadflorida.com/> under **Celebrate Literacy Week, Florida!** for more information on this contest and the exciting events and activities scheduled for the week.