



PSA Contest Rules & Guidelines

Who May Enter:

Category 1:

Students who attend any Florida college or university located within the watershed of the St. Johns River.

Category 2:

Students who attend any Florida high school (grades 9-12) located within the watershed of the St. Johns River. Home schooled high school students may also qualify.

Check the St. Johns River Water Management District map to see if your school is located within the watershed: http://www.sjrwm.com/map_district.html.

All entries must be submitted by a college/university or high school student(s) attending a school within this defined geographic region and all entries must be entirely the work of the student(s).

2010 PSA Contest Theme: A VOICE FOR THE RIVER

Significant challenges are facing the St. Johns River. The river is sick and not always understood or appreciated. Help by raising awareness about the problems and the solutions. Enter and be a voice for the St. Johns River.

Here are some of the examples of challenges facing the river that you may choose to focus on:

- Nutrient pollution and “The Green Monster” algal blooms
- Water withdrawals
- Sedimentation or construction-site runoff
- Bacteria pollution in the creeks and tributaries
- Loss of wetlands and important habitat for plants and wildlife
- Lack of public appreciation or knowledge about the history, ecology, recreational opportunities, or economic value of the river.

Topic and format:

Your entry should be a 60 second (or less) Public Service Announcement (“PSA”) video that raises awareness of the St. Johns River and the importance of protecting it. This is your chance to inform the public about a problem impacting the health of the St. Johns, to offer solutions, to inspire action, and to express why your river is so important and must be protected.

Remember.... a PSA (Public Service Announcement) should:

1. Raise awareness and inspire action.
2. Present something new that the public may not already know or something important that needs to be reinforced.
3. Provide a “WOW!” factor that gets the viewer’s attention.

Entry Submission:

Your entry must be postmarked by **Midnight, Friday, April 23, 2010**. To submit an entry:

- Go to the “Share Video” page on the Florida Times-Union website (www.jacksonville.com/video/share) and upload your PSA video entry. (See more detailed instructions on the St. Johns Riverkeeper website.)
- Complete **Student Registration** entry form and an **Appearance Consent and Release** form signed by you **and** each person appearing in the video, and his/her parent or guardian if she/he is under the age of 18.
- Mail your **Student Registration Form** and the signed **Appearance Consent and Release** forms to:

St. Johns Riverkeeper
RE: 2010 PSA Contest
2800 University Blvd. N.
Jacksonville, FL 32211

- PSA Contest **finalists** will be notified at a later date, at which time they will be required to submit their entries to St. Johns Riverkeeper on a miniDV or DVD.

Entry Conditions and Requirements:

- Submissions will only be accepted by entrants who are currently enrolled in a high school, college or university that is located within the watershed of the St. Johns River.
- All entries must be the original creation of the entrant(s).
- Entrants must not break any laws, endanger anyone, cause damage to the personal property of others, or cause injury to any animals and/or the environment in the process of creating the PSA.
- Entries cannot contain content that is vulgar, malicious, violent, or offensive to others.
- Failure to adhere to these conditions and requirements will result in disqualification.
- Entries must not infringe on the copyright, trademark or other rights of any individual, business or organization. **Any copyrighted material or music cannot be used without permission or acknowledgement.**
- By submitting a PSA, all entrants grant St. Johns Riverkeeper and its authorized agents a non-exclusive license to reproduce, prepare derivative works, and/or publicly display or distribute your work on television, the Internet, or at any event.
- All submissions must meet the minimum technical requirements, include all required paperwork, and be postmarked by Midnight, April 23, 2010.

Winners:

One winner will be selected by a panel of judges, for each category. The winner from each category will be awarded **a \$500 cash prize**.

The judges will take into consideration the following criteria when selecting the winner:

- Creativity
- Content (clearly addresses the stated contest topic)
- Persuasiveness
- Accuracy

*Entrants will receive more consideration from the judges for their creativity, content, persuasiveness, and accuracy than for the technical attributes of their entries.

Other Conditions:

Entrants agree to be bound by the official **St. Johns Riverkeeper PSA Contest (“Contest”)** rules and the decisions of the judges. The winner will be notified by telephone, mail or e-mail. If the winner cannot be reached or in the event that a participating entrant cannot accept the prize, an alternate winner will be selected by the Contest coordinators based on the judging criteria outlined in these official contest rules. No substitution or transfer of prizes permitted. All taxes, fees, and surcharges on prizes are the sole responsibility of the prize winner. If winner is considered a minor by state law, prize will be awarded to parent or legal guardian, who shall also be bound by these rules.

Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:

- The winner and all entrants in the Contest grant permission to St. Johns Riverkeeper or its authorized agents, the right to print, publish, broadcast and use worldwide in any media and at any time the entrant’s name, picture, image, likeness, biographical information, statements, quotes, testimonials, and the name of the entrant’s school and district name without further compensation to entrant.
- Entrants also grant St. Johns Riverkeeper, or its authorized agents, to use, reproduce, reprint, distribute, perform, and/or display, and exhibit, at any time, in any form or by any means, the entrant’s project video or any portion thereof without review or without further compensation to entrant.
- St. Johns Riverkeeper or its authorized agents, maintain the right to reproduce, reprint, distribute, perform, display, and exhibit at any time any Program or derivative works that are developed using material and images associated with the Contest.

All entrants assume all liability for any injury or damage caused, or claimed to be caused, from participation in this Contest or use/redemption of any prize. Entrants agree to hold St. Johns Riverkeeper, and its respective directors, officers, employees, and assigns harmless against any and all claims and liability arising out of participation in this Contest or use of any prizes.

St. Johns Riverkeeper or its authorized agents, are not responsible for any typographical, technical, or other error in the printing, advertising or communications relating to the Contest, administration of the contest, or announcement of the prizes. St. Johns Riverkeeper or its authorized agents are not responsible for cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest, or defraud Sponsor in any way will be prosecuted to the fullest extent of the law.

For more information, contact Jimmy Orth at jorth@ju.edu or 904-256-7591.

PSA Research Resources:

St. Johns Riverkeeper Website	www.stjohnsriverkeeper.org
My St. Johns River Virtual Tour	www.mystjohnsriver.com
St. Johns Riverkeeper Blog	www.riverhugger.com
State of the St. Johns River Report	www.SJRreport.com
The River Returns Documentary	www.theriverreturns.org
St. Johns River Water Management District	www.sjwmd.com