

2020-21 RECYCLING POSTER & VIDEO CONTEST RULES

RECYCLING IS ESSENTIAL TO MY COMMUNITY

WHAT IS A PUBLIC SERVICE ANNOUNCEMENT?

A **Public Service Announcement (PSA)** is a message that attempts to raise awareness around a specific topic or issue with the ultimate goal of changing people's attitudes and behavior towards the issue for the good of the community. All PSAs are created and delivered by individuals who want to make positive change happen and do not receive any financial compensation. Public Service Announcements are in service to the individuals or entities that are most affected by the issue.

WHO CAN ENTER?

- The contest is open to all students living in the United States and Canada enrolled in grades K-12 during the 2020-21 school year.
- Students can enter the contest as individuals or as a team of up to **four** individuals.
- Each individual or team can submit either a video or a poster to the contest.

CONTEST DEADLINE

All entries must be submitted by **Friday, December 18, 2020**.

ALL SUBMISSIONS MUST:

- **Highlight how recycling is essential** - bring this important issue into the light and onto people's radars. Try highlighting or showcasing aspects of recycling that you think members of your community probably don't know. Make it personal - this is about **YOUR** community or neighborhood.
- **Define your community** - describe the physical and social "boundaries." Where does the "community" begin and end? Who does this include?
- **Identify** a specific way or ways recycling helps your community or neighborhood.
- **Explain** why what you have identified is **essential** to your community or neighborhood. Think about the "negative" space - what would happen if this aspect of recycling didn't exist?
- **Propose** what members of your community can or should do in order to support these recycling efforts and make a difference.
- **Include** one or more of the following materials in your description of how recycling is essential to your community or neighborhood:
 - Fiber (Paper & Cardboard)
 - Ferrous metals (*metals containing iron like iron, wrought iron, and steel*).
 - Non-ferrous metals (*metals that do not contain iron such as Aluminum, copper, lead, nickel, tin, and zinc*).
 - Plastics
 - Glass
 - Textiles
 - Tires
 - Electronics
- **Tell a story** - include a beginning, a middle, and an end.

- **Display** the title: *Recycling Is Essential to My Community* on the title screen of the actual video or display clearly on the poster itself.

* Remember! The theme of this contest is Recycling and Why it is Important to your community. There may be environmental benefits as a RESULT of recycling but Please, NO submissions that focus on the general themes of how to solve global climate change, saving the whales or turtles, alternative energy solutions . . .etc

**Be unique and creative - how will you make your PSA stand out from the rest?

ADDITIONAL VIDEO SPECIFICATIONS & TIPS

- Videos must be approximately 2 minutes in length.
- Use of copyrighted video, music, images, logos, and trademarks is prohibited; entries that contain materials will be disqualified unless written permission to use the materials is acquired and submitted to JASON along with the entry.
- Video must be submitted as a downloadable file (For example: mp4, wmv, or mov/qt).

ADDITIONAL POSTER SPECIFICATIONS & TIPS

- Each poster entry must be a two-dimensional, original piece of artwork.
- May be hand-drawn or computer generated: colored pencils, crayons, paint and any computer graphics software like Adobe Photoshop or Canva.
- Hand-drawn posters must be **flat** (no glued pieces) and able to be scanned.
- Any artwork that includes copyrighted or trademarked product names will be disqualified.
- Poster dimensions may vary, but 48" x 36" (landscape or portrait) is a common poster size.
- Text should be viewable from 5-8 feet away. Font sizes should be at least 24 points if typed or 0.25" if handwritten for items such as captions - and at least 144 points or 1.25" if handwritten for items such as titles.
- Keep heading sizes consistent. Text having the same level of importance should be the same font size.
- Font types should be simple, clear and readable (SanSerif family fonts work well) or handwriting neat and legible.
- Uploaded image of your poster must be high resolution.
- Find the balance between enough information so the idea is clear vs. too much text or detail. Bullet points are often effective ways to add important pieces to the "story."
- Focus on visuals and what is necessary to tell the viewer your story. Pictures, facts, graphs and diagrams are the most important part of the poster. A general guideline to follow is that there should be twice as much visual imagery on the poster than there is text.
- Choose images and diagrams wisely and make sure they clearly support your point. Always include a large picture to grab a passersby's attention. High quality photos will translate better in large print.
- Space the elements out on your poster so that the items on the poster do not seem to be crunched into each other, too busy or hard to follow.

HOW TO SUBMIT YOUR ENTRY

Sign up for a Submittable account if you do not have one already.

Click the appropriate link for your submission: [Poster Submission](#) OR [Video Submission](#)

Complete the required information and click Submit.

All entries must be submitted by **Friday, December 18, 2020**.

Note: You will also need to complete a [Permission Form](#) before submitting your entry. This form must be signed by a parent or guardian, and you will be asked to upload the completed form immediately after you upload your contest entry file. If two or more students are collaborating on an entry, each student will need to submit a completed permission form.

TEAM SUBMISSIONS

Any of the contest submissions may be created by individuals or by teams of no more than 4 people per team.

USE OF SUBMITTED POSTERS & VIDEOS

JASON Learning and the Institute of Scrap Recycling Industries (ISRI) reserve the right to use all submitted posters and videos, always referencing the name(s) of the designer or authors, to project and promote their institutional objectives in any way deemed appropriate in the future (exhibitions, production of commemorative booklets or calendars, creation of CDs, projections on websites, etc.) Participants in this contest explicitly accept this condition and provide JASON and ISRI the right to use their entries.

JUDGING & PRIZES

Entries will be judged by a committee of representatives from ISRI and JASON Learning.

Judges will evaluate each entry on how well the submission meets the criteria.

Finalists videos and posters will be featured on the JASON and ISRI websites.

The winner and their guardian(s) will be invited to the 2021 ISRI Convention & Exhibition, in San Diego, and be recognized by ISRI and JASON Learning during the conference. In the event the convention does not occur, due to circumstances beyond our control, a presentation will be facilitated in the winner's city.