



## FOURTH ANNUAL CELEBRATE LITERACY WEEK, FLORIDA! PSA Contest “Take the Lead and Read!”

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

The Florida Department of Education’s Just Read, Florida! Office along with various partners 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 23-27, 2012.

The theme for the 2012 Celebrate Literacy Week, Florida! PSA contest is **“Take the Lead and Read!”**.

- To view the 2009, 2010 and 2011 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
- Creates public awareness
- Presents issues 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 and **MUST include credits**.
- Length for content: 26 seconds maximum, not including credits.
- 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. The credits may go beyond the allotted time of 26 seconds for the content of the PSA, but will be cut for broadcast.
- 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 per level served (elementary, middle, high school levels) is permitted.
- Student participation is required.
- Submissions should be faithful to the topic, "Celebrate Literacy Week, Florida! – Take the Lead and Read!."
- Submissions must be in DVD format and mailed along with the completed contest entry and release form to the Just Read, Florida! Office at 325 W. Gaines Street, Suite 501, Tallahassee, FL 32399 and be postmarked by **November 18, 2011**.

### 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/> and select **Celebrate Literacy Week, Florida!** for more information on this contest and the exciting events and activities scheduled for the week.

Please send questions to: [justread@fldoe.org](mailto:justread@fldoe.org).