



SIXTH ANNUAL CELEBRATE LITERACY WEEK, FLORIDA! 2014 PSA Contest “Reading Accelerates Success”

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 an Early Learning Coalition and/or school district VPK program, 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! 2014” which will be held January 13-17, 2014.

The theme for the Celebrate Literacy Week, Florida! 2014 PSA contest is...
“Reading Accelerates Success”

- To view the 2009, 2010, 2011, 2012 and 2013 Celebrate Literacy Week 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 entertaining and of high quality, including production, sound and visual appeal.
- 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 should be 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.
- 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 (pre-kindergarten, elementary, middle, high school levels) is permitted.
- Student participation is required.
- Submissions should be faithful to the topic, “Celebrate Literacy Week, Florida! 2014 – Reading Accelerates Success.”
- 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 Saturday, **November 30, 2013**.

PRIZES:

- **The first place** winning school from the elementary, middle and high school levels and one winner from an Early Learning Coalition and/or school district VPK program will be awarded a \$1,000 gift card.
- **The second place** winning school from the elementary, middle and high school levels and one winner from an Early Learning Coalition and/or school district VPK program will be awarded a \$500 gift card.
- **The third place** winning school from the elementary, middle and high school levels and one winner from an Early Learning Coalition and/or school district VPK program will be awarded a \$250 gift card.

The Just Read, Florida! Office reserves the right to limit awards when the total number of submissions received for one category is below 10 or if the quality of submissions does not meet the standard of excellence as stated in the requirements.

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.

For questions or additional information, email justread@fldoe.org or follow us on Twitter at @EducationFL or by using #JustReadFL.