



SW MN Technical Skills Challenge
Minnesota West Jackson Campus- April 24, 2009 or
Minnesota West Granite Falls Campus– April 30, 2009



Public Service Announcement Competition

Grade Level: 9 -12

Individual or Team: Team (maximum of 3 students per team)

Activity:

- Students will create a 60-second video public service announcement or TV commercial for a local business, agency, or product. **This year we'll highlight environmental awareness with a "Live Green" theme.** High school instructors will approve student's choice, monitor the process, and approve the finished video before submittal. Permission should be secured if an existing business or agency is chosen as the subject for the PSA. The final piece should be exactly 60 seconds. Each video will be projected onto a large screen in a theatre setting during the competition.
- A 3-4 minute oral presentation will be required the day of the event to provide insight into how the student completed the project, challenges, obstacles, and solutions to any issues. Other student competitors, teachers, event staff, and judges will comprise the audience for each presentation.
- Mail two copies of the recording on a CD-R or DVD+/R (no CD-RWs or DVD+/RWs, please) to: Gail Polejewski, SW/WC Service Cooperative, 1420 E. College Drive, Marshall, MN 56258. Clearly mark each entry with student names and school.

Time Frame:

- The time frame for students to work on their projects is OPEN. Projects must be submitted by **April 17, 2009.**

Materials/Equipment Allowed:

- Recording can be done using any type of video recorder, digital camera with recording capability, or any means available to the student, as long as it is viewable.
- Students should bring a back-up copy of their project to the event. No other equipment needs to be brought to the event.
- It's highly recommended that students test their CD prior to submitting to insure it can be viewed with either Quick Time or Media Player. If judges can not open your submission, it will not be judged.

Materials/Equipment Not Allowed:

- No pre-made videos or templates may be used.

Judging:

- Judging will be conducted by TV Broadcasting industry professionals. Final results will be based on creativity, adherence to competition guidelines, technical quality, relevant and useful content (as it relates to the theme), and overall presentation. Students should proofread their documents and check for accuracy. Judging rubric can be viewed at www.lifetimeoflearning.com

**SW MN Technical Skills Challenge
Public Service Announcement Competition
REGISTRATION**

School: _____

Mailing Address: _____ Zip: _____

Instructor Name: _____

Instructor's Email: _____ Phone: _____

I am registering students for the following PSA Video Competition:

_____ Jackson Campus, April 24, 2009

_____ Granite Falls Campus, April 30, 2009

- Event will run from 9:30-2:30 at either campus

Team Competition: Maximum of 2-3 students per team. (Grades 9 - 12):

Student Names/Grades:

Team #1: _____

Team #2: _____

Team #3: _____

* If more registration space is needed, please copy this page as necessary.

Contact Gail Polejewski at 507-537-2273 or gail.polejewski@swsc.org with any questions.

EARLY BIRD Registration Fee: \$10 per Student if Postmarked by April 3, 2009.

After April 3, registration cost: \$20 per student. NO registrations will be accepted after April 17.

Check Enclosed Please Bill My School (Purchase Order#: _____)

Checks payable to: SW/WC Service Cooperative, Technical Skills Challenge

Refunds are not available. Substitutions are acceptable. If possible, please call before the event with student name(s) for any substitutions.

Mail or FAX this completed registration to:

SW/WC Service Cooperative
1420 East College Drive
Marshall, MN 56258
Attn: Laurie Van Watermeulen
Fax#: 507-537-7327