



pennsylvania
EMERGENCY MANAGEMENT AGENCY



2017 SEVERE WEATHER AWARENESS POSTER CONTEST STUDENT & COORDINATOR GUIDELINES

The Pennsylvania Emergency Management Agency, Department of Conservation & Natural Resources and Department of Education in conjunction with the Keystone Emergency Management Agency, National Weather Service, American Red Cross, and United Way of PA are hosting a Severe Weather Awareness Poster Contest for Pennsylvania children grades 1-6 during Spring 2017.

Please read the following guidelines carefully. If you have questions, contact PEMA via email: RA-EMPEMAPostContest@pa.gov, Subject: *Contest Questions*

- The contest is open to all Pennsylvania 1st through 6th grade students, including those attending private, parochial, cyber or home schools. Students are limited to one entry per individual.
- Schools will internally judge and submit **top three posters by grade** to PEMA Area Offices, postmarked no later than Tuesday, March 7, 2017. Home and cyber school entries should be submitted to the respective school district for judging.
 - The suggested deadline for submission to the student's resident school district is Friday, February 24, 2017 to allow time for internal judging.
- Posters must contain the following National Weather Service lightning safety message: **When Thunder Roars, Go Indoors** using Pennsylvania State Parks & Outdoors as a theme
 - Additional Information Here: <http://www.lightningsafety.noaa.gov/safety.shtml>
- The poster design **may not incorporate any copyrighted or trademarked materials or characters** (i.e., comic, television or movie characters) **or logos or names of specific products**.
 - Use of NWS approved messaging: **When Thunder Roars, Go Indoors** is permitted.
- We encourage entries in other languages; however, if a poster uses a language other than English, the English translation must be included on the entry form.
- Posters should be in **landscape orientation** and may *not be larger than 11" x 17"*. Winning posters must lend themselves to reproduction; therefore, three-dimensional add-ons are discouraged.
- Posters should be packaged to remain flat when shipped for judging.
- A completed entry form (including **signed parental consent**) **MUST** be attached to the back of each poster using four pieces of tape across each corner. The consent form must include either a daytime phone number or parental email address. Use the form at the bottom of this packet. Copy it as needed. **ENTRIES THAT DO NOT INCLUDE THE CONSENT FORM WILL NOT BE CONSIDERED.**
- All poster contest submissions become the property of the Pennsylvania Emergency Management Agency and will not be returned.
- Judges will select winners based on the message and presentation of the submission. Consideration will be given to the student's grade level.

Remember: Entries must be postmarked no later than **Tuesday, March 7, 2017.**

The categories of winners are by grade level:

- 1st, 2nd, 3rd, place regional winners by grade (move to state level judging)
- 1st, 2nd, 3rd place state winners by grade
- Overall state poster winner (*single winner, poster to be reproduced and distributed statewide*)

The Pennsylvania Emergency Management Agency will announce and contact the winning state entrants on **Wednesday, March 29, 2017.** Winners will be recognized at a ceremony at a later date.

Visit <http://www.ReadyPA.org/Contest> for additional details



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Posters must be submitted to your Area PEMA office in person or by mail (list by county below):

Western

Weather Poster Contest
c/o PEMA Western Area Office
276 Stormer Road
Indiana, PA 15701

Central

Weather Poster Contest
c/o PEMA Central Area Office
1310 Elmerton Avenue
Harrisburg, PA 17110

Eastern

Weather Poster Contest
c/o PEMA Eastern Area Office
PO Box 26
Hamburg, PA 19526

Remember: Entries must be postmarked no later than **Tuesday, March 7, 2017.**

All submissions become the sole property of the Pennsylvania Emergency Management Agency. Entries will be judged by professionals who share our agency mission.

Decisions of the judges are final and there is no right to contest the results.

PEMA Area Offices Counties

Western	Central	Eastern
Allegheny	Adams	Berks
Armstrong	Bedford	Bucks
Beaver	Blair	Carbon
Butler	Bradford	Chester
Cambria	Centre	Columbia
Cameron	Clinton	Delaware
Clarion	Cumberland	Lackawanna
Clearfield	Dauphin	Lehigh
Crawford	Franklin	Luzerne
Elk	Fulton	Monroe
Erie	Huntingdon	Montgomery
Fayette	Juniata	Montour
Forest	Lancaster	Northampton
Greene	Lebanon	Northumberland
Indiana	Lycoming	Philadelphia
Jefferson	Mifflin	Pike
Lawrence	Perry	Schuylkill
McKean	Potter	Susquehanna
Mercer	Snyder	Wayne
Somerset	Sullivan	Wyoming
Venango	Tioga	
Warren	Union	
Washington	York	
Westmoreland		

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2017 Weather Safety Poster Contest Rubric

Judges' rubric of general guidelines for posters with respect to grade level.

All decisions by judges are final.

Category	Excellent (4)	Very Good (3)	Good (2)	Fine (1)
Visual Impact (Overall Quality) (50%)	The unique organization of content and execution create a striking and memorable work. <i>Has a WOW factor.</i>	The organization, content, and execution create cohesive work. <i>Leaves a lasting impact.</i>	The organization, content, and execution are addressed in the work. <i>Holds attention.</i>	The organization, content, & execution are incomplete in the work. <i>Minimal impact.</i>
Creativity (20%)	The design shows unique and creative interpretation of the theme. Effort was far beyond that required, with great attention to detail.	The design shows clear understanding of the theme and the student's ability to think "outside the box."	The design shows some creativity and adequate interpretation of the theme. Lacks added detail to make it pop.	Meets the design requirements but shows no evidence of original thought or interpretation of theme. Lacks attention to detail.
Organization (10%)	Shows and effectively utilizes space. The design cohesively and effectively fills the entire poster.	Shows an awareness of usage of space. The design mostly fills the poster.	The poster was completed, yet work lacks planning. The design only partially fills the space.	The poster shows little evidence of planning. The design space is somewhat used.
Messaging (10%)	Uniquely highlights the "When Thunder Roars, Go Indoors" message.	Contains the "When Thunder Roars, Go Indoors" message.	Includes a lightning safety message, but not the full "When Thunder Roars, Go Indoors" message.	Visually shows the dangers of lightning.
Spelling & Grammar (5%)	There are no grammatical or spelling mistakes.	There is one grammatical or spelling mistake.	There are two grammatical or spelling mistakes.	There are more than 2 grammatical or spelling mistakes.
Criteria (5%)	Poster is landscape orientation, complete, and does not exceed 11X17"	Poster is landscape orientation, but may exceed size requirements	Poster is otherwise oriented and of various size.	Poster does not meet guidelines for size or orientation.
Complete & Attached Form	Form fully completed, properly attached to poster and submitted on time.	◀ All requirements must be met, otherwise the poster will be disqualified.		

Poster Contest Entry Form

This form INCLUDING THE RELEASE MUST be completed and attached to the back of each poster submission.



Contest Year: 2017 Student's Grade: _____

Student's First Name: _____

Student's Last Name: _____

Parent/Guardian's Name: _____

Parent/Guardian's Email: _____

Student's Home Address (including city and ZIP code):

County: _____

Student's Home Phone #: _____

Coordinator's Name: _____

Coordinator's Email: _____

School/Organization Name: _____

School/Organization Phone #: _____

School District Name: _____

School/Organization Address (including city and ZIP code):

PEMA Region: (circle) Western Central Eastern

RELEASE

I hereby consent to the use of **both**:

- The photograph or video likeness of my minor child in any Commonwealth of Pennsylvania publication or website or social media or for any Commonwealth of Pennsylvania advertising or public relations purpose.
- The name, grade and school of my minor child on posters or other materials printed by PEMA and/or the PEMA website regarding the poster contest.

This consent shall not be revocable except by written agreement of both parties. I waive any fees or other compensation, and I hold harmless the Commonwealth of Pennsylvania or any of its agents, employees or contractors, including photographers and videographers.

Student Name _____
(Please print clearly)

Parent Name _____
(Please print clearly)

Parent's Signature _____

Date _____

Address _____

Daytime Phone # _____

Evening Phone # _____

Email _____