



2017 SEVERE WEATHER AWARENESS VIDEO PSA CONTEST STUDENT & COORDINATOR GUIDELINES

What's the contest? 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 Video PSA Contest for Pennsylvania students in grades 7-12 leading into Spring 2017.

Who can enter? Pennsylvania high school and middle school students in grades 7-12 are eligible, including those attending private, parochial, cyber or home schools. Only students may participate in the video production (writing, acting, filming, producing), but a faculty member may supervise or provide technical assistance. Only the participating students will be eligible for prizes. Signed parental consent forms must be submitted individually for all students (under the age of 18) shown in the videos. Students are limited to one entry, whether submitted individually or as part of a group.

What are the requirements for the video? Videos must be in a video format that can be played on YouTube.com. The best videos (based on creativity, originality, message and overall presentation) will be selected as winners, with one video being selected as the overall state winner. **Videos must be exactly 25 seconds in length.**

What messages should be included in the video? Flooding is Pennsylvania's number one hazard. The videos should mirror the National Weather Service official flood safety message: *Turn Around, Don't Drown*®. Submissions must contain a clear Pennsylvania flood safety message. Details on *Turn Around, Don't Drown*® can be found here: <http://www.nws.noaa.gov/om/water/tadd/>

What cannot be included in the video? Obscene language, nudity, vulgar behavior, alcohol, etc. are not permitted. ***Copyrighted and trademarked materials, music, logos, t-shirts and products cannot be used in the video.***

How do I submit my video? All videos must be submitted to RA-EMPEMAVidContest@pa.gov no later than **10:00 P.M. Tuesday, January 31, 2017.** The subject line of the email should be: **PSA Video Entry.** Submission emails must include a link to YouTube that can be viewed by the judges. The link should be under the entrant's account and should be categorized as unlisted – the only way to view the video should be by clicking on the link provided.

The signed parental consent form for each student under the age of 18 MUST be submitted with all entries as a PDF or JPG attachment to the submission email. Group Submissions: Compile and attach ALL consent forms to one email per video entry.

How videos will be judged? PEMA Area Offices (see page 2) will select three winning videos from their region to submit to PEMA Headquarters. PEMA and agency partners will judge *nine finalist videos* and select ONE overall state winner, plus 2nd and 3rd place winners, announced on **Friday, February 24, 2017.** The winning entrant(s) will work through the Pennsylvania Association of Broadcasters **during the first two weeks of March 2017** to develop a broadcast quality radio and television commercial based off their winning entry to be aired statewide the final two weeks of March 2017. The nine finalist videos will be placed on a YouTube channel to determine a "People's Choice" for the video receiving most views during the last two weeks of March 2017.

Winners will receive cash or prepaid credit cards for the following amounts:

1 st Prize State Winner:	\$1,000
2 nd Prize:	\$500
3 rd Prize:	\$250
People's Choice:	\$250

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



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 Regional Area Offices

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		



2017 Weather Safety Video PSA Contest Rubric

*Judges' rubric of general guidelines for videos with respect to grade level.
All decisions by judges are final.*

Category	Excellent (4)	Very Good (3)	Good (2)	Fine (1)
Overall Impact (50%)	The unique organization of content and execution create a striking and memorable work. Attracts & impresses.	The organization, content, and execution create cohesive work. Leaves a lasting impact.	The organization, content, and execution are addressed in the work. Holds attention.	The organization, content, & execution are incomplete in the work. Minimal impact.
Creativity (20%)	The video shows unique and creative interpretation of the theme. Effort was far beyond that required, with great attention to detail.	The video shows clear understanding of the theme and the student's ability to think "outside the box."	The video 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%)	The video follows a smooth, concise, and logical flow. The storyline and visual elements were well planned.	The video follows a reasonable flow. The storyline and visual elements mostly planned.	The video may contain gaps in flow. The storyline and visual elements were partially planned.	The video flow is a bit disjointed. The storyline and visual elements were not well planned.
Messaging (10%)	Uniquely highlights the "Turn Around, Don't Drown" message.	Contains the "Turn Around, Don't Drown" message.	Includes a flood safety message, but not the full "Turn Around, Don't Drown" message.	Visually shows the dangers of flooding.
Production (5%)	Video is well planned with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message.	Video is well planned with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with video's message	Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting	Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message.
Criteria (5%)	Video meets the time requirement of exactly 25 seconds	Video is short or long by 2 seconds.	Video is short or long by 5 seconds.	Video is short or long by more than 5 seconds.
Complete Form & Links	Unlisted YouTube link to original video is provided. Form fully completed and attached to email, sent by deadline.	◀ All requirements must be met, otherwise the PSA will be disqualified.		



Questions regarding the PSA contest can be emailed to RA-EMPEMAVidContest@pa.gov

COMMONWEALTH OF PENNSYLVANIA - EMERGENCY MANAGEMENT AGENCY 2017 VIDEO PSA CONTEST RELEASE

I hereby consent to the use of:

- 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 following personal information of my minor child on videos, posters, or other materials printed by PEMA and/or the PEMA web site in regard to the PSA Contest: **(Note: PEMA can only use the following information to recognize your child if you check one of the boxes below. All winners will be identified by grade, school, and county.)**
 - Full Name
 - First Name, Last Initial
 - First Name only
 - Initials only

This consent shall not be revocable except by written agreement of the 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.

Date Signed _____

Parent Name _____
(Please print clearly)

Parent Signature _____

Student Name _____ Date of Birth _____
(Please print clearly)

Home Address _____

Daytime Phone # _____ Evening Phone # _____

School Name _____

School Address _____

Student Grade _____ County/PEMA Region _____ / _____

Please email this form (PDF or JPG) with video submission to:

Email: RA-EMPEMAVidContest@pa.gov Subject: **PEMA PSA Video Entry**

Questions? Please Email: RA-EMPEMAVidContest@pa.gov Subject: **Contest Questions**
Please complete and return this form no later than 10:00 P.M. Tuesday, January 31, 2017.

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