



***Williamson Recycles and Keep Williamson Beautiful invite Williamson County Schools and Franklin Special School District schools to participate in the...***

## **2020 Recycled Project Contest**

**Middle School Division: Create a 30-second to 90-second audio visual PSA**

### **PSA Topic: Recycling RIGHT. What does it mean? Why should we recycle right?**

Create a 30-second to 90-second-long audio visual public service announcement (PSA) answering these questions. Consider exploring and sharing messages explaining what it means to recycle right, what it means to contaminate recycling, what it means to be a “wishcycler”, or why we should only put the right thing into the right bin! I want you to persuade me! Creativity is encouraged!

## **Contest Rules**

**Project:** Public Service Announcement (PSA)

**Audience:** Williamson County, TN area recyclers

**Display:** Videos will be shown to Keep Williamson Beautiful/Williamson Recycles volunteers and to WCS & FSSD students

### **PSA Format:**

- PSAs should be between 30-seconds and 90-seconds in length.
- PSAs should be audio visual.
- PSAs may be submitted via flash drive or email attachment.

### **Goals:**

- Persuade county residents to believe that it is important to take care of the environment.
- Educate the community about what it means to “recycle right” by explaining the concept, as well as the concepts of recycling contamination and “wishcycling”.
- Create and utilize a catchy slogan that captures the theme of your PSA. This will be the video title.
- Use visual design, audio, and information strategies to engage the public with video projects.

**Video projects may be created by an individual or a group for submission to the contest!**

**School level judging:** Please conduct a *school level judging* to select winning projects for the countywide contest. First, second, and third place school winners may be entered into the countywide contest for a total of **three entries per school**.

**Forms:** Please attach an **Entry Form** and **Parental Permission Form(s)** provided below for each PSA that is chosen as a school finalist.

## **All submissions are due by Friday, May 8, 2020.**

**Judging:** Project will be judged in the following categories.

1. Clearly explains the concept: that it is important to recycle right
2. Includes a persuasive message: focusing on the importance of protecting the environment
3. Overall persuasiveness of slogan and PSA
4. Creativity!
5. Project follows contest rules

**The County Level Judging is conducted by the Keep Williamson Beautiful committee and WCS & FSSD representatives. Winners will be notified through their teacher's email address & any provided student or parent email addresses by May 19, 2020.**

### **Awards:**

- Winning schools receive **financial awards** to be used towards the **school's environmental program/Merit Program**.
  - First place- **\$250**
  - Second place- **\$100.**
  - Third place- **\$50**
- Winning PSAs will be shown to Keep Williamson Beautiful volunteers and WCS & FSSD schools. (KWB reserves the right to use winning projects for promotional purposes.)
- News releases with names of the winners, teachers, and schools will be provided for submission to the local media.

### **Contact for questions and additional information:**

Jennifer Stanley, Williamson Recycles—Keep Williamson Beautiful  
(615) 786-0166, email: [Jennifer.Stanley@WilliamsonCounty-TN.gov](mailto:Jennifer.Stanley@WilliamsonCounty-TN.gov)

# ENTRY FORM

Email submissions by **Friday, May 8, 2020** to: [Jennifer.Stanley@WilliamsonCounty-TN.gov](mailto:Jennifer.Stanley@WilliamsonCounty-TN.gov)

Remember to include completed entry form and signed permission form as attachments.

**You will receive a confirmation email if your project has been received.**

----- OR -----

Deliver submissions (flash drives) to Williamson Recycles/Keep Williamson Beautiful at either the Williamson County Material Recovery Facility or the Williamson County Solid Waste Department **with entry and signed parental permission form(s)** by **Friday, May 8, 2020**.

### Mail or deliver to:

Mail to Recycled Project Contest, Keep Williamson Beautiful: 420 Century Court, Franklin, TN 37064  
Hand deliver to the door at left side of the building with the sign: **Buy Back Center** Mon.-Fri., 8 a.m. – 3 p.m.

or

Mail to Williamson County Solid Waste Department: 5750 Pinewood Road, Franklin, TN 37064  
Hand deliver to landfill office building, Monday - Friday, 7 a.m. – 3:30 p.m.

**Reminder: Limit of 3 entries per school**

**Students and schools: Please keep a copy of your video with you as Flash Drives may not be returned to schools.**

School \_\_\_\_\_ Grade \_\_\_\_\_

Student's name \_\_\_\_\_

Student's email \_\_\_\_\_

Title of PSA \_\_\_\_\_

Parent Name \_\_\_\_\_

Parent Email \_\_\_\_\_ Phone \_\_\_\_\_

Teacher Name \_\_\_\_\_

Teacher Email \_\_\_\_\_ Phone \_\_\_\_\_



**PARENTAL PERMISSION FORM**

Event: Williamson Recycles –Keep Williamson Beautiful  
Public Service Announcement – 2020 Recycled Project Contest

Date: \_\_\_/\_\_\_/\_\_\_

Child's Name: \_\_\_\_\_

Parent/ Guardian's Name: \_\_\_\_\_

I hereby give my permission for my child, named above, to participate in the Keep Williamson Beautiful Recycled Project Contest. By permitting my child to participate in the Recycled Project Contest, I agree to release and hold harmless Williamson County and Keep Williamson Beautiful and its employees, volunteers, officers, and agents from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from my child's participation in the contest.

I understand that the Keep Williamson Beautiful staff may photograph participants of the contest and that my child's image may be included in such photographs in the course of participating in the Contest. I hereby give consent for the Keep Williamson Beautiful staff to use any such photographs only for its own website, media or other promotional purposes. Keep Williamson County Beautiful will not sell my child's image or use it for any commercial use.

I agree that Williamson County and Keep Williamson Beautiful or their agents, officers, employees, and volunteers are not responsible for any injury, loss or damage to person or property resulting from my child's participation in the Contest.

Parent / Guardian Signature: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

