

Emerging Professional PSA Competition - 2015

CRITERIA

Who may apply? Local college, university and technical school students and/or student teams are invited to showcase their creativity and talent. Students studying a variety of disciplines, but not limited to, film studies, broadcast journalism, environmental sciences, theatre arts, marketing, advertising, public relations are welcome to apply.

Complete an application/entry form online at <http://www.raleighnc.gov/home/content/AdminServSustain/Articles/EnvironmentalAwards.html> on or before February 13, 2015. Final video submissions should be saved to a DVD-R postmarked on or before February 13, 2015. If you will be submitting more than one 30-second PSA, please save each PSA on a separate DVD-R.

Mail Videos to: Carolyn Dumas, REF: 2015 Environmental Awards PSA Competition, City of Raleigh Public Utilities Department, P.O. Box 590, Raleigh, NC 27602

or

Deliver Videos to City of Raleigh Public Utilities Department, One Exchange Plaza, Suite 620, Raleigh, NC, ATTN: Carolyn Dumas

Themes for PSA Competition – Select One (1)

- Stop Running Toilets—One of the main reasons why customers experience high water bills is due to water leaks, specifically toilet flappers left open or in disrepair causing water to run.
- Water Is Worth It— The ability to keep our water supply safe and clean comes at a cost. How does the cost of this essential service compare to other luxury type services we choose to pay for every month?
- Fat Free Sewers—Keeping fats, oils, grease and household items advertised as flushable out of the sewer system.

Additional Criteria

- Students and/or teams should write and produce an original 30-second PSA
- Up to three (3) 30-second PSAs may be submitted for consideration.
- The City of Raleigh Public Utilities slogan “*Our Water, Our Future*” should be included in the PSA
- Refrain from using inappropriate language
- All PSAs must be submitted in Mpeg 4 format.

Awards – The “Donna Jackson Trailblazers Award”

PSAs will be judged by a panel of judges.

30-second PSA Winners Awarded:

- 1st Place student and/or team will be awarded \$1,500.00
- 2nd Place student and/or team will be awarded \$750.00
- 3rd Place student and/or team will be awarded \$500.00

Winners will be honored at an awards ceremony scheduled for April 22, 2015, at the Museum of Natural Sciences in Raleigh. Winning PSAs will be used as part of the city’s outreach and education program and could be broadcasted on local TV channels and on the internet.

The “Donna Jackson Trailblazer Award” is named in recognition of Donna Jackson, a City of Raleigh Retiree who set forth creativity in her performance, dedication to leadership and professional commitment to public service during her 28 years with the City. This award celebrates a woman who has made a significant impact in the Triangle area’s Civil Engineering community and is a role model for the next generation of engineering leaders.

If you have questions, or for more information contact:

Carolyn Dumas, Communication Administrator
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(919) 996-3473