

PSA CONTEST

Check-In Entries

Extraco Creative Arts Building

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|---|------------------------|
| Check In: Saturday, October 1, 2011 | 9:00 a.m. – 11:00 a.m. |
| Award Ceremony: Saturday, October 8 | 12:30 p.m. |
| Entries & Awards exhibited throughout fair. | |

All entries become the property of the Heart O' Texas Fair & Rodeo upon entry into each contest.

Eligibility of Exhibitors

Entries will be accepted in the following divisions:

Senior Class (Grades 9-12) Division

School Division (schools from McLennan County).

Registration:

Each person entering the PSA Contest must pre-register their entries online.

Entry deadline is September 23, 2011.

Contest Rules

- Categories:
 1. TV
 2. Radio
 3. Newspaper Article
 4. Magazine Advertisement
- Divisions
 1. Seniors – For students in grades 9-12 enrolled in high school in McLennan County. This is an individual contest. Students may enter any or all of the categories. One entry per category.
 2. School – For high schools in McLennan County. Schools must have an entry in all 4 categories. Individual entries cannot be used as a school entry. There is no minimum or maximum number of students who may work on the entries.
- Entry Fee
 1. Senior – \$10 per category
 2. School – \$20 per school
- Theme
 1. General Fair
 2. PRCA Rodeo
 3. Livestock Show
 4. Creative Arts and Education
 5. Carnival

Any or all of the above themes may be used.

ENTRY SPECS

- **All entries MUST follow specs below or will be disqualified and not judged.**
All entries will be judged by an impartial panel of knowledgeable professionals in education and advertising. Judging will be based on the following:
 6. Originality / Innovativeness
 7. Relevance of Theme
 8. Layout
 9. Accuracy of Information
 10. Quality of Product

- All entries must include the following: dates of the fair, fair complex telephone number, fair complex website. All entries except the newspaper article must have the Heart O' Texas Fair & Rodeo logo - provided by Heart O' Texas Fair & Rodeo.
- Format
 1. TV – :30 spot, CD/DVD, Script
 2. Radio – :30 spot or less, CD, Script
 3. Newspaper Article – 3 Column by 8 inches, black & white (no color, logo, or artwork). Mounted on black foam core (9 x 12). No more than 150 words. Include word count at bottom of article.
 4. Magazine Advertisement – 8-1/2 x 11 - Full color or black and white. Mounted on black foam core (9 x 12).

Award/Premiums

In the individual contest, awards will be given in all four categories. Overall Grand Champion and Reserve Grand Champion will be selected from the champions and reserve champions of all four categories in the *individual* contest only. In the School Contest, schools will be awarded Grand Champion, Reserve Grand Champion and third through fifth places. Winning PSAs may be used to advertise the Fair & Rodeo prior to, during and/or after the Fair. The following payout will be used:

Individual Overall:

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|------------------------|-------|
| Grand Champion | \$500 |
| Reserve Grand Champion | \$250 |

Individual Category:

| | |
|------------------------|-------|
| Champion | \$150 |
| Reserve Grand Champion | \$100 |
| Third Place | \$75 |
| Fourth Place | \$50 |
| Fifth Place | \$25 |

School Overall:

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|------------------------|---------|
| Grand Champion | \$1,000 |
| Reserve Grand Champion | \$500 |
| Third Place | \$250 |
| Fourth Place | \$150 |
| Fifth Place | \$100 |

