



Waco, Texas
October 8-16, 2010

ACADEMIC RODEO

Exhibitor Catalog

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Heart O' Texas Fair & Rodeo Staff

Wes Allison.....	President/CEO
Melinda Moss..	Executive Assistant/Office Manager
Vicki Hobbs	Livestock/Exhibits Manager
J.D. Ewing.....	VP/Grounds & Maintenance
Barbara Hilland.....	Manager, Janitorial Services
Kathy Tatum	Manager, Ticket Operations
Rob Carr.....	Chief Financial Officer
Jarrold Metzgar...VP/Ag.	Mkt & Competitive Events
Devin Mejia.....	Director of Local Marketing
Emily Gomez...Marketing/Promotions	Coordinator
David Smith.....	Manager, Facility Services

Board of Directors

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County Judge

Jim Lewis

County Commissioners

Kelly Snell, Precinct 1
Lester Gibson, Precinct 2
Joe Mashek, Precinct 3
Ray Meadows, Precinct 4



Dear Exhibitors,

As October comes so does the Heart O' Texas Fair and Rodeo. This coincides with harvest time on our farms and ranches in and around McLennan County. This is why our founders chose this time of the year for our fair. Our exhibitors are also "harvesting" their projects for our fair at this time. There is no doubt you have put in many hours of hard work preparing your animal, art work, food or whatever project you have chosen to exhibit. This is a great learning experience for your future. You will see the more effort, planning and dedication you put in to something the more you get out of it.

We are proud to have established a strong scholarship program through our Continuing Education committee for our winning exhibitors. This is an investment in your future as well the future of our nation. You soon will be our leaders and decisions makers. Not all of you will be winners of a scholarship. But you will be winners in the eyes of the many people who supported you in your project.

The Heart O' Texas Fair and Rodeo is run by a very dedicated staff and a group of over 400 enthusiastic volunteers. Being a volunteer in your community is also part of growing up and giving back. I would encourage all of you to be a volunteer in what interests you.

Our fair has many events for you and your family to enjoy. The All American ProRodeo Championship is the third largest championship rodeo in the nation. You will see the best of the best cowboys and cowgirls compete for big money and big buckles every night. The nightly music from our outdoor stages will fill the fairgrounds. Don't forget our great rides, fair food, exhibits and other attractions to complete your total fair experience.

In closing, I would like to say welcome to Waco and the Heart O' Texas Fair and Rodeo. We appreciate your participation and hope your experience here is a great one. This is a time of your life you will never forget so make it a good one to remember.

Matt P Fatheree
Chairman of the Board

ACADEMIC RODEO

MISSION STATEMENT

To educate and involve the community in Creative Arts through demonstrations, displays and competitive events.

GOALS & OBJECTIVES

- Meet the needs/interests of our contemporary community.
- Provide opportunities to attract non-traditional Heart O' Texas audiences.
- Entertain fair-goers through an energetic, stimulating environment within Creative Arts & Education.
 - Support the youth of Central Texas.

PERSONNEL & COMMITTEEMEN

Academic Rodeo

Chairman: Heather Metzgar

Vice Chairman: Ashley Canuteson

Coordinators:

Display – Leeann Gregory

Math Bee – Vicki Dean

PSA – Dana Null

Spelling Bee (oral) – Deanna Lovesmith

Spelling Bee (written) – Kim Neuhaus

Western Heritage Youth Art & Photography – Brooke Moore

SCHEDULE OF EVENTS

Saturday, October 2

Youth Art & Photography (CAE building)

9 a.m. – 1 p.m. Check-in for Youth Art/Photography entries (Each person entering the Western Heritage Art Contest must pre-register their entry online)

5:00 p.m. Winners from the Youth Western Heritage Art & Photography Contests will be contacted. All winners and scholarships will be presented at the Awards ceremony (see Oct. 9)

Math Bee

9:00-9:30 a.m. Math Bee Check-In
9:00-10:30 a.m. Math Bee Written Test
1:00 p.m. Math Bee winners posted. Winners will be recognized and awards will be presented at the Awards Ceremony (see Oct. 9)

Spelling Bee

10:00-10:30 a.m. Spelling Bee Check-In
10:30 a.m. Spelling Bee Written Test
1st grade & 2nd grade
11:15 a.m. Spelling Bee Written Test
3rd/4th grade & 5th/6th grade
1:00 p.m. Spelling Bee Finalists posted

Saturday, October 2 continued

PSA (CAE building)

9:00 – 11:00 a.m. PSA Check In

5:00 p.m. Winners from PSA divisions will be contacted. Winners will be recognized and awards will be presented at the Awards Ceremony. – see Oct. 10

Saturday, October 9 (CAE Building)

12:30 Awards Ceremony to recognize Math Bee winners, PSA winners and Oral Bee finalists
1:00 (approx.) Oral Spelling Bee

Sunday, October 17(CAE Building)

2:00 – 4:00 p.m. Pick Up All (PSA) Category Entries

YOUTH WESTERN HERITAGE ART CONTEST

Senior Class (Grades 9-12) Division

Western art is representational art of the heritage and lifestyle of the west, historical as well as present day, including but not limited to cowboys, Indians, wildlife and the terrain of western landscape.

The Arts & Crafts Committee's intention is to encourage the education and appreciation of our western heritage while supporting the artistic efforts of the youth of Central Texas. Therefore the above definition will be a guideline as to what we consider western art. (Source: Houston Public Library Information Center)

Check-In Entries and Pick-up - Heart O' Texas Fair Offices

October 2, 2010

9:00 a.m. – 1:00 p.m. Check-in for Youth Art entries

5:00 p.m.

Winners from the Youth Western Heritage Art & Photography Contests will be posted and contacted. All winners and scholarships will be presented at the Heart O' Texas Fair Western Round Up.

October 17, 2010

2:00 – 4:00 p.m. Pick up all category entries.

Eligibility of Exhibitors

Entries will be accepted from youth in the Senior Class Division (grades 9-12). Participants must be a resident of one of the following counties: Bell, Bosque, Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Limestone, McLennan, Mills, or Navarro.

Registration:

Each person entering the Western Heritage Art Contest must pre-register their entry online. Entry information located at www.hotfair.com. An entry fee of \$10 will be charged. Entry deadline is September 25, 2010.

SCHOLARSHIPS

The Senior Class Grand Champion will receive a \$1,000 scholarship; the Senior Class Reserve Grand Champion will receive a \$500 scholarship.

Contest Rules

- All exhibitors are responsible for reading all General Rules and Contest Rules of this catalog.
- Online entries must be completed by September 25, 2010. There is an entry fee of \$10.00.
- Each contestant must submit the “Declaration of Originality/Artwork Release” signed by the artist and the artist’s parent or guardian. If the artist is over 18 years of age, the parent need not sign, but a copy of a photo ID indicating the artist’s age must be attached. **NO ARTWORK WILL BE RECEIVED UNLESS IT IS ACCOMPANIED BY THESE FORMS.** Please enclose these forms in an envelope taped on the back of your entry.
- NO refunds will be given.
- Only ONE entry per person.
- Winning entries will remain on display until October 16, 2010. All entrants must give permission for the Heart O' Texas Fair and Rodeo to use the artwork in promotional advertising if it chooses to do so.

Judging

- Students, parents, and teachers are not permitted to be present during the judging.
- No more than one student may work on a single entry.
- Illustrations (paintings, drawings, etc.) or sculptures may be entered.
- Artwork should be titled. Although a title is not required, points will be awarded for appropriateness of title.

Acceptable Subjects

- Ranch Life (Past or Present)
- Cowboy or Rodeo Events
- Any imaginative country and western scene or one depicting cowboy or Indian paraphernalia
- If wildlife is used, it **MUST** be native to the continental USA and **MUST** be shown in a western setting.

ILLUSTRATIONS

The following are examples of accepted media. Work is not restricted to this list:

Tempera	Cloth	Mixed Media
Watercolor	Ink	
Oil	Pencil	
Acrylic	Charcoal	
Crayon	Pastels	

Sizes of Illustrations

Dimensions may be vertical or horizontal, but **MUST NOT** exceed specified sizes listed below.

Incorrect sizes are subject to disqualification.

- Minimum - 11" x 14" (including up to 3½" mat)
- Maximum - 18" x 24" (including up to a 3½" mat)

Matting and Mounting and Labeling of Illustrations

- Illustrations must be matted with material such as poster board or heavy construction paper.
- It must be sturdy enough to prevent sagging.
- "Professional" mats are recommended but are not required. Frames are not allowed.
- Mat must not exceed 3½" on any side.
- Double matting is acceptable, but total width of double matting must not exceed the 3 ½" maximum.
- Mat color is limited to white or black.
- Charcoals and pastels must be sprayed with a fixative.
- Wet paintings will not be accepted.
- Acrylic coverings may be used, but are not required. Be sure the covering is firmly attached.
- Paintings on canvas with wooden stretcher frames and wood work must have a hook or wire on back for hanging, but need not be matted.
- Paintings on hardboard canvas (thin type of canvas) may be matted or mounted with sturdy poster board instead of using hooks or wires. A minimum mat edge of 1" will enable us to display the artwork with clips without damage to the canvas board.
- Illustrations should have an envelope taped to the back, forming a pocket. Slip the required forms into that pocket, but leave the envelope unsealed so that we can remove and replace the forms as needed.

SCULPTURE

Sculptures should be well made and able to stand-alone. Any sculpture made of any fragile material must have a base to support it. Please Note: Our exhibit will be open to the public, including small children, and although we do our best to protect all of the artwork, it is impossible for us to control the activity of every person viewing our exhibit. Fragile sculptures subject to damage by routine handling should not be entered. Soft clay will not be accepted. The Heart of Texas Fair Creative Arts & Education Committee will not be held responsible for damage.

Sculptures may be constructed of any of the following materials:

- Clay (air dried or fired)
- Wire, chicken wire, etc.
- Wood
- Metal
- Plaster
- Paper Mache
- Any other material that meets the boundaries of our rules and regulations

Maximum Size

Sculpture is not to exceed 20" in height or width, including the base.

Weight

Sculpture should not be excessive or weigh more than an average person can carry easily.

Special Requirements

Place your sculpture in a box with padding. Tape an envelope to the side of the box, forming a pocket. Slip the required forms into that pocket, but leave the envelope unsealed so that we can remove and replace the forms as needed. Use a heavy marker to write your name and the name of your school on the outside of the box.

Reminders for all Art Entries

- Be sure to use a black or white mat, but do not use a mat larger than 3½" on any side.
- No reproduction or copying of other artwork or photos by any means. The only two exceptions to this rule are:
 1. The artist may work from a photograph he or she has personally taken or that belongs to the artist's family.
 2. The photographer has given explicit permission to the artist to use his photograph as a source. A signed permission statement must be attached to the back of the artwork.
- Although the artist may use an approved photograph as a source, the artist may NOT use any mechanical means to reproduce any part of that photograph such as a computer, an opaque projector, photocopier, or any other device.
- **Do Not** use any of the following materials with regards to illustrations or sculptures: Glitter, Plastic Figures, Pre-packaged, pre-cut craft or art kits, commercial newsprint lettering, stencils, or rub-on letters in their original form, sand (unless it is glued or sealed, not loose), wax, any fragile materials that easily break or may be damaged by routine handling required during setting up or exhibit (i.e. soft clay, glass, etc.), living things (plants or insects).

The following subjects are NOT accepted. If any of these are presented, they will not be judged or exhibited:

- Satanic Art
- Nudes
- Gang symbols or themes
- Wet paintings
- Photographic work
- Framed illustrations

The following are not acceptable unless pictured in a western setting:

- Fishing scenes, individual pictures of fish, butterflies, frogs or other wildlife.
- Any wildlife not naturally found habituating the continental USA, such as tigers, zebras, elephants, etc.
- Pictures of bowls of fruit or flowers unless symbolic of Texas or "Old West" or used in a western setting.
- Jewelry
- Charcoal or pastels that are not sprayed.

- Entries made from mechanical or electronic devices such as (but not limited to):
 1. With the assistance of opaque projectors
 2. Photocopiers
 3. Computer generated or computer enhanced
 4. Sewing machine

It is the Heart O' Texas Fair Creative Arts & Education Committee's right to refuse any unsuitable artwork.

- Be careful to measure your entry. Our space is limited, so we must ask that your piece not exceed the listed size restrictions. If your piece is too small, it could be easily overlooked or lost.
- Because our judges do not recognize every piece of published art, the student and the teacher must sign the form that declares the work to be the original composition of the student. If, after our competition is complete, a winning piece of artwork is found to have been copied, any award, which may have been promised to the student, will be forfeited. Repeated violations of this rule, or any other rule(s), may disqualify the offending school from future participation in this competition.
- Any legal issue arising from the infringement of copyright law is the sole responsibility of the student and his/her legal guardians. Neither the HOT Fair & Rodeo will be responsible for or involved in any legal issues arising from copyright infringement.

A completed and signed Information Card must be taped to the back of each entry. Information Forms may be photocopied. Information Forms are available from the HOTFR website at www.hotfair.com.

Awards/Premiums

Ribbons will be awarded to third through fifth place winners.

ARTWORK RELEASE & DECLARATION OF ORIGINALITY FORM
(This form must accompany entry)

YOUTH WESTERN HERITAGE ART SHOW

Exhibitor's Name _____

Exhibitor's Social Security Number: _____

Address: _____

City, Zip: _____

County: _____

Phone: _____

School: _____

Grade: _____

Title of Artwork: _____

I hereby make application for entry in the Heart O' Texas Fair & Rodeo Youth Western Art Show. As a condition of such entry, I hereby certify that I have read and am familiar with the Rules and Regulations of the Youth Western Art Show, including the Artwork Release, and Declaration of Originality, and that my entry has been completed in accordance with the Rules and Regulations. I agree that should this certification prove false, I can be disqualified from further participation in all activities of the Heart O' Texas Fair and Rodeo and will forfeit all awards.

ARTWORK RELEASE

I (we) hereby acknowledge that I (we) give permission to the Heart O' Texas Fair and Rodeo and to whomever it may authorize the absolute right and permission to copyright, publish, and/or use photographic portraits, motion pictures, and/or video reproductions of me or my artwork and/or my participation in the art program in which I (we) or my artwork may be included in whole or part, or composite, or distorted in character or form, in conjunction with my own or a fictitious name or reproduction thereof, in color or otherwise, made through any media at a studio, on the grounds, or any location of The Heart O' Texas Fair and Rodeo or elsewhere, for advertising, editorial, educational, trade, or any other lawful purpose whatsoever as deemed necessary by The Heart O' Texas Fair and Rodeo.

I (we) hereby further acknowledge that I (we) give permission for this use without receipt of any financial consideration or compensation and that I (we) waive any right that I (we) may have to

inspect and/or approve the finished product that may be used in connection therewith, or the use to which it may be applied.

I (we) further acknowledge that my (our) voluntary consent to waiving any rights and/or privileges which I (we) might have in this matter is prerequisite to my entering and to my competing in any contest whatsoever held in connection with the sanctioned by the Heart O' Texas Fair and Rodeo and a properly executed copy of this release form is a part of my valid application to be an exhibitor in any such event. I (we) understand that if I (we) do not sign and return this agreement that my artwork will not be displayed at the judging and exhibit at the Heart O' Texas Fair and Rodeo, or any other event sponsored by the Heart O' Texas Fair and Rodeo.

I (we) hereby release, discharge and agree to save The Heart O' Texas Fair and Rodeo from any liability by virtue of any blurring, distortion, alteration, optical illusion or use in composite form, whether intentional or otherwise, that might occur or be produced in the taking of pictures, or in any processing tending towards the completion of the finished product.

I (we) hereby further waive all claims and rights, monetary or otherwise, that may arise because of any additional or future use of my artwork or other above described material at this or any other future time; and I (we) acknowledge that The Heart O' Texas Fair and Rodeo shall retain sole right for designating the use of this material by either The Heart O' Texas Fair and Rodeo or by persons and concerns it may duly authorize.

DECLARATION OR ORIGINALTY

I (we) hereby certify that this is my work. It has not been copied or reproduced from other artwork or photography by means of tracing, duplication, or by any other means. Further, I (we) certify that I have not used mechanical devices such as opaque projectors or used enhanced pictures. I (we) agree that The Heart O' Texas Fair and Rodeo will not be responsible for any copyright infringements, and I (we) will release and indemnify them from any claims.

I (we) have read the Youth Western Heritage Art "Rules and Regulations," as well as the "Artwork Release" and agree to the terms. I (we) understand that any award I receive may be forfeited if it is determined at my artwork was copied.

I (we) agree to abide by the rules of this competition as provided by the Youth Western Heritage Art Committee and The Heart O' Texas Fair and Rodeo. I (we) agree that the Youth Western Heritage Art Committee and The Heart O' Texas Fair and Rodeo are not responsible for NEGLIGENCE, loss, theft, acts of any other person or damage. I (we) grant my permission to be photographed or interview in connection with The Heart O' Texas Fair and Rodeo. I (we) waive any right I (we) may have in the artwork, and release, discharge and agree to save The Heart O' Texas Fair and Rodeo from any liability by virtue of the use of the artwork.

I (we) understand that any artwork not picked up by me or my representative by 4:00 p.m. on October 17, 2010, it shall become property of The Heart O' Texas Fair and Rodeo.

By my signature below, I hereby certify that I have read, understand, and will abide by all of the Rules & Regulations of the Heart O' Texas Fair and Rodeo Youth Western Heritage Art Show. I am aware of the consequences of any violation of the Rules & Regulations.

Student's Signature: _____

Date: _____

By my signature below, I hereby certify that I have read, understand, and will abide by all of the Rules & Regulations of The Heart O' Texas Fair and Rodeo Youth Western Heritage Art Show. I am aware of the consequences of any violation of the Rules & Regulations.

Parent or Guardian's

Signature: _____

Date: _____

I hereby certify that the Exhibitor's Entry is eligible in accordance with the Rules & Regulations of The Heart O' Texas Fair and Rodeo Youth Western Heritage Art Show, and I have informed the Exhibitor of the consequences of any rule violations. To the best of my knowledge, this certification is correct.

Teacher/Supervisor's Signature: _____

Date: _____

YOUTH WESTERN HERITAGE PHOTOGRAPHY CONTEST

Senior Class (Grades 9-12) Division

All contestants must be amateur photographers.

Western art is representational art of the heritage and lifestyle of the west, historical as well as present day, including but not limited to cowboys, Indians, wildlife and the terrain of western landscape.

The Arts & Crafts Committee's intention is to encourage the education and appreciation of our western heritage while supporting the artistic efforts of the youth of Central Texas. Therefore the above definition will be a guideline as to what we consider western art. (Source: Houston Public Library Information Center)

Check-In Entries and Pick-up

Heart O' Texas Fair Offices

October 2, 2010

9:00 a.m. – 1:00 p.m. Check-in for Youth Photography entries

4:00 p.m.

Winners from the Youth Western Heritage Art & Photography Contests will be posted and contacted. All winners and scholarships will be presented at the Heart O' Texas Fair Western Round Up.

October 17, 2010

2:00 – 4:00 p.m. Pick up all category entries.

Eligibility of Exhibitors

Entries will be accepted from youth in the Senior Class Division (grades 9-12). Participants must be a resident of one of the following counties: Bell, Bosque, Coryell, Falls, Freestone, Hamilton, Hill, Lampasas, Limestone, McLennan, Mills, or Navarro.

Registration:

Each person entering the Western Heritage Photography Contest must pre-register their entry online. Entry information located at www.hotfair.com. An entry fee of \$10 will be charged. Entry deadline is September 25, 2010.

SCHOLARSHIPS

The Senior Class Grand Champion will receive a \$1,000 scholarship; the Senior Class Reserve Grand Champion will receive a \$500 scholarship.

Contest Rules

- All exhibitors are responsible for reading all General Rules and Contest Rules of this catalog.
- Each contestant must submit the “Declaration of Originality/Artwork Release” signed by the artist and the artist’s parent or guardian. If the artist is over 18 years of age, the parent need not sign, but a copy of a photo ID indicating the artist’s age must be attached. **NO ARTWORK WILL BE RECEIVED UNLESS IT IS ACCOMPANIED BY THESE FORMS.** Please enclose these forms in an envelope taped on the back of your entry.
- NO refunds will be given.
- Only ONE entry per person.
- Photos may be black and white or color.
- Copies (copy machine) or computer-generated photos will not be accepted.
- Winning entries will remain on display until October 16, 2010. All entrants must give permission for the Heart O' Texas Fair and Rodeo to use the artwork in promotional advertising if it chooses to do so.
- Online entries must be completed by September 25, 2010. There is an entry fee of \$10.00.

Judging

- Photography entries will be judged in a private session. Students, parents, and teachers are not permitted to be present during the judging.
- Photographs should be titled. Although a title is not required, points will be awarded for appropriateness of title.

Acceptable Subjects

All photos must reflect a Western theme:

- Animal
- People
- Scenic Texas
- Western Still Life
- Rodeo/Fair Activity

Size of Photographs

- Photos must be submitted as an 8” x 10” on an 11” x 14” mat.
- No transparencies will be accepted.

Special Requirements

- A completed and signed Information Card must be taped to the back of each photo. Information Forms may be photocopied. Please enclose this card in the envelope taped to the back of your entry.
- If a photo contains recognizable persons, a model release must be signed. Model releases may be photocopied. Entries will not be judged without releases attached.

The following subjects are NOT accepted. If any of these are presented, they will not be judged or exhibited:

- Satanic Art
- Nudes
- Gang symbols or themes
- Wet paintings
- Photographic work
- Framed illustrations

The following are not acceptable unless pictured in a western setting:

- Fishing scenes, individual pictures of fish, butterflies, frogs or other wildlife.
- Any wildlife not naturally found habituating the continental USA, such as tigers, zebras, elephants, etc.
- Pictures of bowls of fruit or flowers unless symbolic of Texas or "Old West" or used in a western setting.
- Jewelry
- Entries made from mechanical or electronic devices such as (but not limited to):
 1. With the assistance of opaque projectors
 2. Photocopiers
 3. Computer generated or computer enhanced
 4. Sewing machine

It is the Heart O' Texas Fair Creative Arts & Education Committee's right to refuse any unsuitable artwork.

- Be careful to measure your entry. Our space is limited, so we must ask that your piece not exceed the listed size restrictions. If your piece is too small, it could be easily overlooked or lost.
- Because our judges do not recognize every piece of published art, the student and the teacher must sign the form that declares the work to be the original composition of the student. If, after our competition is complete, a winning piece of artwork is found to have been copied, any award, which may have been promised to the student, will be forfeited. Repeated violations of this rule, or any other rule(s), may disqualify the offending school from future participation in this competition.
- Any legal issue arising from the infringement of copyright law is the sole responsibility of the student and his/her legal guardians. Neither the HOT Fair & Rodeo will be responsible for or involved in any legal issues arising from copyright infringement.

A completed and signed Information Card must be taped to the back of each photo. Information Forms may be photocopied. Information Forms are available from the HOTFR website at www.hotfair.com.

Awards/Premiums

Ribbons will be awarded to third through fifth place winners.

ACADEMIC RODEO

MATH & SPELLING BEE

Check-In Entries

Creative Arts & Education Building

Math Bee:

Check In:	October 2	9:00 – 9:30 a.m.
Written Tests:	October 2	9:00 – 10:30 a.m.
Results posted	October 2	12:30 p.m.
Winners will be recognized at Awards Ceremony on October 9, 2010 at 12:30 p.m.		

Spelling Bee:

Check In:	October 2	10:00 – 10:30 a.m.	
Written Tests	October 2	10:30 a.m.	1 st & 2 nd grade
	October 2	11:15 a.m.	3 rd /4 th & 5 th /6 th grades
Results posted	October 2	12:30 p.m.	
Oral Competition	October 9	1:00 p.m.	

Eligibility of Exhibitors:

Entries for the Spelling and Math Bees include grades 1-6. Grades will be divided as follows:

1st grade

2nd grade

3rd & 4th graders

5th & 6th graders

Registration:

Each person entering the Academic Rodeo must pre-register their entries online. Entry information located at www.hotfair.com. An entry fee of \$3 will be charged. Entry deadline is September 25, 2010. **(Late entries will be accepted the day of the event - until capacity is full - for a late entry fee of \$10 per participant, per event).**

Contest Rules

MATH BEE

- Contest is limited to the first 40 entries per category.
- This is a written test.
- Participants will be given a maximum of one hour to complete their entry.
- In the event of a tie, the first turned in will be the winner.
- All scratch work must be completed on the test booklet.
- No electronic devices are allowed to be used. Judges are in control of the competition and their decision is final.
- Grade level TAKS material used.

SPELLING BEE

- Contest is limited to the first 40 entries per category.
- This is a written test followed by an oral test for the finalists.
- Results of the written test will be posted at 12:30 p.m. listing the top 5 in each class (no ranking order); a total of 20 finalists.
- Words used in the Spelling Bee shall be selected from a list of words approved by educators. Words will be posted on the HOT Fair website.
- Words shall be pronounced according to the diacritical markings in Webster's New Dictionary, from which the Pronouncer shall select the definition or definitions that they give.
- In the oral competition, after the Pronouncer gives the contestant a word, the contestant will have 15 seconds to begin to spell the word. **THE JUDGES MAY DISQUALIFY ANY CONTESTANT WHO IGNORES A REQUEST TO START SPELLING.**
- The contestant will be encouraged to pronounce the word before spelling it and after spelling it. However, no contestant will be eliminated for failing to pronounce a word.
- The contestant may request the Pronouncer to repronounce the word, define it or use it in a sentence. No other information about the etymology or history of a word will be given.
- Having started to spell a word, a contestant may stop and start over, retracing the spelling from the beginning, but in retracing there can be no change of letters and/or their sequence from those first pronounced. If letters and/or their sequence are changed in the respelling, the speller will be eliminated.
- Upon missing the spelling of a word, the contestant immediately drops out of the contest.
- If more than one spelling is listed for a word, any of these spellings will be accepted as correct if the word either matches the pronunciation and definition provided by the pronouncer, or if it is clearly identified as being a standard variant of the word that the contestant has been asked to spell.
- If a word has one or more homonyms, the pronouncer will indicate which of them is to be spelled. If the listed word is not properly identified, either by defining it or by explaining the homonyms, any correct spelling of any homonym will be accepted.

PLAYOFF ROUND

- When the contestants are reduced to two, they will draw numbers to determine order.
- During the play-off round, when one contestant misspells a word, the other contestant shall be given the opportunity to spell the same word. When one of the last two spellers misses, and the other spells correctly in the same round, the one who spells their word correctly will be declared the winner of the play-off round.
- If both spellers misspell the same word, both shall continue in the contest and the one who first misspelled the word shall be given a new word to spell.
- Webster's New Dictionary shall serve as the final authority for the spelling of words.
- If more than one spelling is listed for a word, any of these spellings will be accepted as correct if the word either matches the pronunciation and definition provided by the pronouncer, or if it is clearly identified as being a standard variant of the word that the contestant has been asked to spell.

- If a word has one or more homonyms, the pronouncer will indicate which of them is to be spelled. If the listed word is not properly identified, either by defining it or by explaining the homonyms, any correct spelling of any homonym will be accepted.
- Any question relating to the spelling of a word should be referred to the Academic Rodeo Chairman immediately before the next contestant is given the next word to spell.
- No grievance will be entertained after the word has been given to another speller.
- When only two spellers remain, the grievance must be made immediately, before the second speller has started to spell the word.
- The Heart O' Texas Fair & Rodeo Academic Rodeo Chairman and the judges are in complete control of the Academic Rodeo Spelling Bee. Their decisions shall be final.

Awards/Premiums

A Grand Champion and Reserve Champion award will be awarded in each category in each event. U.S. Savings Bonds will be given to the Grand Champion (\$100) and Reserve Champion (\$50) winners in each event. Participation awards will be given as additional prizes. Awards will be given during the awards ceremony.

General Rules

All exhibitors are responsible for reading the General Rules section of this booklet.



PSA CONTEST

Check-In Entries

Creative Arts & Education Building

Check In: Saturday, October 2	9:00 a.m. – 11:00 a.m.
Award Ceremony: Saturday, October 9	12:30 p.m.
Entries & Awards exhibited throughout fair.	

All entries become the property of the HOT 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 25, 2010.

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 can not 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:
 1. Originality / Innovativeness
 2. Relevance of Theme
 3. Layout
 4. Accuracy of Information
 5. 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 HOT 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. 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:

Grand Champion	\$500
Reserve Grand Champion	\$250

Individual Category:

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

School Overall:

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