

Maine Recycles Video Competition RETURNS!

The Maine Recycles Campaign is pleased to announce the second annual Maine Recycles video competition. With sponsorship and exciting prizes from Time Warner and the Maine Recycles Steering Committee, this year promises to be even better than last year.

First prize is \$500 for the winning team plus a \$1,000 school technology grant. There are also two, \$250 cash prizes, for the second place runners up.

Additionally, the first prize winner(s) will also have the chance to be “Director for the Day” by working with Time Warner Cable’s Production Department to fine tune their winning entry with access to equipment, staff and other resources—a special opportunity to work with the professionals. Time Warner Cable will air the winning ad as a PSA (public service announcement) throughout their cable systems to help promote recycling in Maine.

The 2008 competition is open to college, high school and middle school students. The latter will be judged in their own group. The first prize for middle school is \$500, plus a \$500 school technology grant. \$250 will be awarded to second place.

Please encourage students at your school to participate. Any student attending college, high or middle school in Maine is eligible to submit an entry, regardless of their age. Teams are encouraged. The theme is recycling—promoting it through humor, facts, fun, and of course, ingenuity. We encourage use of our ads and slogan, Recycling Works! which can be seen along with the Maine Recycles logo and some of last year’s finalists at www.mainerecycles.com.

The Maine Recycles website, www.mainerecycles.com, includes

- an application form
- contest rules
- participant release form giving permission for SPO to utilize the selected videos
- The updated 2008 information will be posted mid-August
- There will also be a link on Time Warner Cable’s www.yourtownscable.com web site to our contest information and application.

Deadline for mailing: November 30, 2008. Winners will be announced in early 2009.

For more information, please contact me at 287-9074 or jetta.antonakos@maine.gov. Thank you for helping us to circulate this information!

Jetta Antonakos

Maine Recycles Campaign • Phone: 207 287-9074 • Jetta.antonakos@maine.gov



Enter to Win!

Prizes

College and High Schools

First Place Video: \$500, plus \$1,000 school technology grant and a video session in Time Warner Cable Studio

Second Place: Two videos will each win a prize of \$250

Middle Schools

First Place Video: \$500, plus \$500 school technology grant

Second Place: \$250

Categories—30 second recycling ad

Do you like making videos? The Maine Recycles Campaign is looking for fun, good quality ads to get Mainers to do a better job of recycling. This competition is open to students of any age currently attending college, high or middle school in Maine. Thanks to our new sponsor, Time Warner Cable, we have some very exciting prizes.

Currently, our state recycling rate is hovering around 36%, in spite of Maine's long-standing goal to recycle 50% of what we throw away. The Maine Recycles campaign is working to increase recycling statewide. Your :30 second recycling video could help! Winning ads will become public service announcements and aired on community and commercial television stations.

This is your chance to get creative. You can approach the topic in your own original way as long as the ad clearly promotes recycling, especially newspapers and milk jugs. (We are less interested in returnable bottles and cans because the deposit system manages them pretty well.)

We encourage ads that fit well with the Maine Recycles campaign. For example, we enjoy seeing different "types" of people who recycle. Our message is that "Recycling works!" and that many items we use are made with recycled materials. (See website for examples of things made from recycling and interesting factoids.) These ideas are a beginning. The most compelling ads are funny, clever, eye-catching, original and thought-provoking without being preachy. Yes, that's a challenge in :30 seconds!!

The Maine Recycles logo can be downloaded from our website, www.mainerecycles.com. That's where you can see some of last year's winning videos.

Have fun!



Registration Form

All entries must be labeled with the title, names of the student(s) who produced the video, and the name of their school. A completed release form is required for each participant. Failure to send in release forms will eliminate your entry from the competition.

1. Title of PSA: _____

2. Length of PSA: ____ 30 seconds

3. Please confirm that you have completed these steps

Video is formatted in 2 versions: 1 for Television, 1 for YouTube

Only original music is used in this video. Using copywritten music will disqualify the entry.

4. Name of school: _____

5. Name of Teacher Advisor _____

6. Teacher Advisor's email address _____

and phone number _____

7. Names and phone numbers of student(s) who participated in the video production.

This competition is open only to students attending a Maine college, high school or middle school.

Please mail your recycling video(s) on DVD to:

Maine Recycles Video Competition, c/o Maine State Planning Office
38 State House Station
Augusta, Maine 04333

Entries for the competition must be postmarked by November, 30, 2008.

For more information, contact Jetta Antonakos
at 287-9074 or jetta.antonakos@maine.gov.



Release Form

I, _____, give permission to record my
(print name)

participation or that of my minor child, _____,
(print minor's name)

in a 30 second public service announcement (PSA)/video ad and associated media events about recycling or related activities.

I understand that the PSA may be broadcast on public access and commercial television and/or streamed on appropriate government and media internet sites. The Maine State Planning Office has my permission to copyright these recordings in any manner or form at any time.

I acknowledge that the Maine State Planning Office (SPO) as producer or publisher of such materials and is the sole owner of all programs, photographs, recordings, tapes, documents, or other materials relating to my appearance and such permitted use.

I agree that I am not entitled to any compensation of any kind, monetary or otherwise, on account of or arising from the production, publication, recording, re-broadcasting, or other permitted use of such material.

I hereby release the Maine SPO and its employees from all expenses, claims, and liabilities incurred by me arising out of my appearance and the use of such material.

Signature

Date

Please include signed copies of this release form for each person who is involved in a PSA submitted to the competition. Students 18 and older may sign their own release forms. A parent or guardian must sign for any student younger than 18.

