

2016-2017
Southwest Pennsylvania Air Quality Partnership
“Let’s Clear the Air” Poster Challenge

Official Rules, Regulations, and Requirements

Eligibility:

All schools, public, parochial, and private schools in the ten counties included in the Southwest PA Air Quality Partnership area are invited to participate. This includes the following counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington, & Westmoreland.

Students must fall into one of the three age categories in order to participate in the challenge. Only individual students (not teams) are eligible to participate in the challenge. Only one entry is permitted per student.

Contest Categories (3 total):

- 4th and 5th grade – Upper Elementary
- 6th through 8th grade – Middle School
- 9th through 12th grade – High School

Posters should educate the public on the importance clean air or benefits of using alternative transportation. Poster themes must be original and the exclusive work of the student entering the contest. Posters with copyrighted characters (such as cartoon or television characters), and/or copyrighted clipart will not qualify for the challenge. Posters with offensive language and/or offensive images will not qualify for the challenge. Posters received by the judges that contain any of these items will be disqualified.

Materials:

Students may use a variety of traditional art media, such as watercolor, pen and ink, crayon, chalk, markers, etc. to create their poster art. Chalk, charcoal and pastel entries should be sealed with a fixative spray to prevent smearing. Computer generated poster are acceptable. Brighter colors are encouraged for reproduction purposes. Remember, winning posters will be on public display, and should be easy to see and to read.

Posters may be made out of any material as long as it meets the size requirements below. Posters will be hung in more than one location and therefore must be durable enough to be taken down and re-hung multiple times. Posters made from delicate material (e.g. newspaper, tissue paper) should be backed with a stronger material such as poster board or foam board. Posters should not be laminated or framed.

Note: Posters may be three-dimensional (any items protruding from the poster must only be on the front side). However, since posters must be sent through the mail depth is restricted to no more than three (3) inches. Teachers are permitted to restrict their students to only designing two-dimensional posters in order to avoid the extra shipping costs associated with a three-dimensional poster.

Size Requirements:

Minimum: 11" x 14"

Maximum: 22" x 28"

Posters may be any size as long as they fall within the minimum and maximum size requirements. Posters may be oriented on the vertical or horizontal axis.

Note: Standard size poster board is 22" x 28" which can be cut in half to make two 11" x 14" sized posters. However, posters are not required to be made out of posterboard. See the "Materials" section for more details.

Judging Procedure:

Each registered school will send only the top three posters from each of the three age categories to the Pennsylvania Resources Council. Deciding the top three posters from each age category is up to the participating school. It is the school's responsibility to coordinate how the top three posters from each category are selected.

Each poster must have the Release Form securely fastened to the back of the poster. (*see page 4 of this document for a copy of the Release Form*). A poster not accompanied by a completed Release Form will not be eligible for further judging. Posters should be packaged so they are not folded when sent for judging. Posters must be dropped off at the PRC office or postmarked by March 1, 2017.

Let's Clear the Air Poster Challenge
Pennsylvania Resources Council
64 South 14th Street
Pittsburgh, PA 15203

The SW PA Air Quality Partnership will evaluate all of the posters received and choose the top six posters (two from each category). From those top six, one poster will be chosen as the winner in their respective category for a total of four top prize winners.

The Partnership will also choose a wild card winner from each category that will be entered into our People's Choice Voting Contest for the Month of April. Online voting will be done by the general public to choose the winner of the People's Choice.

Judging Criteria:

1. Clear message that educates the public on clean air/alternative transportation, conveyed by the text and artwork
2. Originality, creativity and artistic quality
3. Visual clarity & ease of reading
4. Poster is bright, colorful, and visually appealing
5. The poster can be publicly displayed and reproduced easily
6. Poster qualifies to the specifications outlined in the "Official Rules, Regulations, and Requirements" document.

Awards:

The top six posters will be displayed in different venues including Mall at Robinson, UPMC facilities, and more. The students whose posters are chosen in the top six will win an Air Quality or Recycling Magic Show for their school or a school in their district.

The top three winners (one from each age category) will win a bicycle, to help promote alternative transportation. They will also win a \$100 gift certificate for school supplies to be given to their teacher.

The three second place winners (one from each age category) and the People's Choice Winner will win a gift certificate to a local outdoor recreation store.

Important Dates for the “Let’s Clear the Air” Poster Challenge

- November 1st 2016– We ask teachers to be register by this date for the “Let’s Clear the Air” Poster Challenge. First 35 registered teachers will receive access to grade specific air quality lesson plans and a gift card to use for hands on activities materials from the these lesson plans.
- October 2016 – February 2017 – Teachers utilize curriculum to teach their students about air quality issues. Students design and create their posters. Schools select the top three posters from each age category to be entered in the contest. Teachers may distribute the Certificate of Recognition to every student who participated.
- March 1, 2017 – Top three posters in each age category from each school must be dropped off or postmarked by this date.
- April 2017– Category winning posters will be announced in early April will be on display at local venue for the announcement. People’s Choice selections will be announced and voted on by the public during the month of April
- May 2017 – People’s choice winner announced

Additional Regulations:

Only the first 35 registered teachers are guaranteed to receive the gift card to use for hands on activity materials. Teachers who register for the challenge agree to submit at least the top three posters from their class/school to the challenge by sending them to the Pennsylvania Resources Council as outlined in the Official Rules, Regulations, and Requirements.

All entries will become the property of the Southwest PA Air Quality Partnership. The Air Quality Partnership reserves the right to utilize winning posters for any reason on their website, for outreach efforts, and to promote the contest in subsequent years.

Winning students will only be identified by name, age category, and school. The Southwest PA Air Quality Partnership reserves the right to cancel the contest without notice at any time.

If you have questions about the contest, please contact Sarah Alessio Shea at the Pennsylvania Resources Council at 412.773.7156 or at saraha@prc.org.

Southwest Pennsylvania Air Quality Partnership

“Let’s Clear the Air”

Poster Challenge Release Form

This form must be securely fastened to the back of each poster

STUDENT’S NAME _____

GRADE _____

SCHOOL NAME _____

COUNTY _____

TEACHER NAME _____

TEACHER EMAIL _____

SCHOOL PHONE NUMBER (____) _____

I hereby certify that this poster was created entirely by the student above and is the student’s original artwork and there are no copyrighted characters used. I agree that it may be offered for public display or publication at some time during or after the contest. I understand that this poster becomes the property of the Southwest PA Air Quality Partnership and may be reproduced. The only information that will be released is your child’s name, school, grade and home county.

Signature of Student

Signature of Parent(s) or Guardian

Parent/Guardian Printed Name

Date _____