

2017 Severe Weather Preparedness Video Contest

Attention sixth, seventh, and eighth grade students!



To help promote the importance of emergency preparedness, the Michigan Committee for Severe Weather Awareness (MCSWA) is looking for a creative 30-second Public Service Announcement (PSA) on what individuals and families should do to prepare for Michigan's severe weather, such as snowstorms, severe cold or heat, tornadoes, thunderstorms, lightning or floods. Each video will be judged on the chosen topic, creativity, originality, content, accuracy of information, and production quality.

1st Prize: \$300

2nd Prize: \$150

DEADLINE FEBRUARY 17, 2017

Official Rules

1. Any Michigan student in sixth, seventh or eighth grades during the 2016-2017 school year.
2. Registration form must be submitted by a teacher on behalf of the participating student(s) on the MCSWA website, www.mcswa.com, no later than **February 17, 2017**. Winners will be notified by email no later than March 17, 2017.
3. Video PSA shall be no more than 30 seconds long.
4. Third-party materials including but not limited to music, lyrics, logos, trademarks, characters, or references to third party materials cannot be included in the video without evidence of permission from the third party.
5. Number of participants for each video submitted will be limited to three (3) students. An entire class may appear in the video, but the contest is limited to up to three students that write, produce, direct, and edit the video PSA.
6. Registration will require a publically available website link or social media application link to access the submitted video such as YouTube, school Facebook page, etc.
7. All winning video PSAs electronic files will need to be sent to the MCSWA. The winning video PSAs will be used to promote weather safety throughout the State of Michigan on weather preparedness websites, social media and traditional media.
8. Through the online registration, the registrant will agree that no copyrighted material was used. The registrant will also agree to accept the contest Rules and Regulations. Finally, the registrant will agree that any students that appear in the video will fall under the school's consent to use those students' images on above said media outlets.

For more information, contact:

Richard Pollman, National Weather Service, 248-625-3309, Ext. 726

email richard.pollman@noaa.gov

The contest is sponsored by the Michigan Committee for Severe Weather Awareness, Michigan State Police/Emergency Management and Homeland Security Division, Michigan Emergency Management Association and State Farm Insurance.