FOR IMMEDIATE RELEASE
WEDNESDAY, DECEMBER 16, 2009

FLORIDA EMERGENCY MANAGEMENT ENCOURAGES KIDS TO PARTICIPATE IN 2010 SEVERE WEATHER AWARENESS WEEK, POSTER AND VIDEO CONTESTS
~Deadlines for submission of Poster and Video Contests extended~

TALLAHASSEE--State emergency management officials today reminded all Floridians that Florida Severe Weather Awareness Week is scheduled for January 24 - 30, 2010. This year, the annual public awareness campaign includes a poster and video public service announcement (PSA) contest which was announced in late November. The deadlines to submit entries for these contests have been extended into the second week of January 2010.

"The goal of the week is to educate our residents and visitors about the natural hazards they may face and provide important information to help keep them safe," said Interim Deputy Director David Halstead of the Florida Division of Emergency Management. "It is a team effort and we are proud to have many great sponsors who are committed to this week of outreach and awareness."

Today, the Division announced that once again they are teaming up with the American Red Cross to sponsor the annual poster contest. This continuing partnership reaffirms the commitment of both organizations to ensure that our residents are prepared for any disaster that may occur.

“We are excited to once again to partner with the Division of Emergency Management on the annual poster contest,” said Florida Disaster Officer for the American Red Cross Karen Hagan. “These types of outreach efforts to get our youth involved in disaster preparedness activities are an important step in building a culture of preparedness in Florida.”

Other contest sponsors announced today include the Florida Association of Broadcasters, Midland Radio, the Federal Alliance for Safe Homes (FLASH), I.D.E.A.S. (Integrity Arts and Technology, Inc.) and the Florida Emergency Preparedness Association (FEPA).

Annual Poster Contest

Fourth and fifth graders in all 67 school districts are invited to participate in the statewide poster contest. All entries must be postmarked on or before MONDAY, JANUARY 11th, 2010.
and must arrive at the Florida Division of Emergency Management in Tallahassee no later than 
**WEDNESDAY, JANUARY 13**\textsuperscript{th}, 2010. Winners will be notified by phone. The top winners'
artwork is scheduled to be displayed in the State Emergency Operations Center during the first 
full week of February 2010. Prizes will include tickets for the winner and their family to Walt 
Disney World, cash, weather radios and many other exciting things to be announced soon. For 

**New Video PSA Contest for 2010**

Middle and high school students in grades 6-8 and 9-12 are invited to produce a 30-second 
public service announcement (PSA) incorporating a safety or preparedness message about one 
of the following topics: Tornadoes, Rip Currents or Using NOAA Weather Radios.

Final digital videos must be mastered as a DVD for submission to the Division. All entries 
must be postmarked on or before **MONDAY, JANUARY 11, 2010** and must arrive at the Florida 
Division of Emergency Management in Tallahassee no later than **WEDNESDAY, JANUARY 13, 2010**. For complete contest rules and topic information, go to [www.FloridaDisaster.org/SWAW2010](http://www.FloridaDisaster.org/SWAW2010).

There will be one individual or group (limit 4 people per group) winner chosen for both 
middle school and high school-level videos. The winning video(s) will be professionally re-
produced for broadcast use by the Division of Emergency Management in their statewide public 
awareness campaign. A production team will come to the winner(s)’ hometown and will spend a 
full day shooting the winning PSA. The winner(s) will spend the day acting as the Director and 
will be honored at a rally in their hometown. Additional prizes will include tickets for the winner 
and their family to Walt Disney World, cash, weather radios and many other exciting things to be 
announced soon. The Division anticipates announcing another major sponsor and more prize 
information soon.

Winners will be announced on January 23, 2010, at a kick-off event for Severe Weather 
Awareness Week in Orlando. Winners unable to attend this event will be mailed their additional 
prizes.

These contests are part of an annual public awareness campaign that also includes the 
statewide Tornado Drill to be conducted by the National Weather Service Offices in Florida at 
10:10 a.m. Eastern Time (9:10 a.m. Central Time), on Wednesday, January 27, 2010.

For more information on Florida’s 2010 Severe Weather Awareness Week go to 

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10th Annual Kids Severe Weather Awareness Week Poster Contest

Celebrating Florida Severe Weather Awareness Week
January 24-30, 2010

- 2010 Poster Contest Flyer (pdf)
- 1999-2009 Poster Contest Winners

Please read and follow all the rules carefully so that all posters/drawings will be eligible. The posters that best illustrate natural hazards faced in Florida will be selected as winners. Before the children begin drawing, we urge you to talk to them about severe weather in Florida and provide examples of what types of severe weather often occur in Florida. Visit www.FloridaDisaster.org/SWAW2010 for examples of children's severe weather posters and classroom preparedness materials for children. Most of all have fun!

POSTER CONTEST RULES

1. Entry is open to registered Florida students in the 4th and 5th grades. The top three posters will be chosen as the winners of the Kids Severe Weather Poster Contest.

2. The poster drawing must relate to the theme ‘Florida Severe Weather’ and should illustrate an example of natural hazards that affect Florida. As you know, the description of natural hazards is wide-ranging -- it can be a hurricane, a tornado, wildfires, flooding, heat waves, sink holes, etc. Encourage your students to be creative.

3. The finished poster must be no larger than 11" x 14". Designs should be submitted on quality poster illustration board or heavy paper. Students should only use crayons, magic markers or colored pencils. Those larger than 11” x 14” will be disqualified.

4. Posters with stencils, traced, computer-generated or commercially manufactured stick on lettering or images will not be accepted.

5. Each poster must have the following clearly printed and attached to the back of the poster to be eligible:
   - The contestant’s name
   - Age
   - Grade level
   - School name and address
   - Parent/Guardian’s name and address, and telephone number
10th Annual Kids Severe Weather Awareness Week Poster Contest

Celebrating Florida Severe Weather Awareness Week
January 24-30, 2010

6. All entries MUST be postmarked on or before MONDAY, JANUARY 11, 2010 and arrive at the Division no later than WEDNESDAY, JANUARY 13, 2010. All entries will become the property of the Florida Division of Emergency Management once submitted.

   Send posters to:
   Florida Division of Emergency Management
   c/o Office of External Affairs
   Attn: John Cherry
   2555 Shumard Oak Blvd.
   Tallahassee, FL 32399-2100

7. Criteria for judging—creativity and how well the poster expresses the contest theme ‘Florida Severe Weather Awareness’.

8. Winners will be announced on January 23, 2010, at a kickoff event for Severe Weather Awareness Week in Orlando. Winners unable to attend this event will be mailed their prizes. A panel of independent judges will choose the winners.

9. Prizes will be awarded to each winner. Prizes will include passes to Walt Disney World, weather radios, and cash prizes among many other things.

Visit the Florida Division of Emergency Management website www.FloridaDisaster.org/SWAW2010 for the latest poster contest information, applications, sample posters, and information about the 2010 Severe Weather Awareness Week. If you have any questions please contact Lauren McKeague at Lauren.McKeague@em.myflorida.com or 850-413-9969.
2010 Florida Severe Weather Awareness Week Video PSA Contest Rules & Prizes

Here's everything you need to know about the PSA contest. Want a printable version? Click here.

- HOW TO ENTER
- PRIZES
- MESSAGES
- RULES

HOW TO ENTER

1. Put together your contest packet. It must include:
   - Two copies of your script.
   - Two DVDs of your video.
   - A completed waiver form for each team member.
   - A completed entry form for each member.


Send the packet to:

Florida Division of Emergency Management
c/o Office of External Affairs
Attn: John Cherry
2555 Shumard Oak Blvd.
Tallahassee, FL 32399-2100

PRIZES

There will be one individual or group (limit 4 people per group) winner chosen for both middle school and high school level videos.

Grand Prize: The winning video(s) will be professionally re-produced for broadcast use by the Division of Emergency Management in their statewide public awareness campaign. A production team will come to the winner(s) hometown and will spend a full day shooting the winning PSA. The winner(s) will spend the day acting as the Directors and will be honored at a rally in their hometown.

Each winning team member (limit 4) will receive annual passes for themselves and up to 3 other family members each to Walt Disney World.

Winners will be announced on January 23, 2010, at a kickoff event for Severe Weather Awareness Week in Orlando. Winners unable to attend this event will be mailed their prizes.
Additional prizes to be announced soon.

MESSAGES
Contestants must pick one of the three topics below as the theme for your PSA.

The 2010 topics are: Tornadoes, Rip Currents or Using NOAA Weather Radios. To learn more about the above hazards and to get information that might assist you in creating a message to educate residents and visitors on the above topics in your PSA please go to the following website: www.FloridaDisaster.org/SWAW2010

The content of the PSA must include correct protective actions or safety messages and a link to Florida Severe Weather Awareness Week.

One you've picked a contest message, the rest is up to you. We're looking for your creativity. Just be sure to follow the contest rules so your entry won't get disqualified.

RULES
Please read this section carefully to make sure your entry will qualify.

Time. Your commercial must be exactly 30 seconds and must have an additional five second lead-in. This means your PSA must be introduced by a five-second blank screen or countdown, followed by 30 seconds of your ad content. Even commercials just one or two seconds over or under the time frame will be disqualified, so get a watch and keep track.

Age limit. To enter, you must be 11 to 18 years old and in middle or high school (Grades 6-8 and 9-12.) You can get help from a teacher or mentor, but the writing, filming and production of this video must be completed by you and your teammates.

Team size. Your team can have no more than 4 members. There is also no limit on the number of entries each team can submit.

No stunts. Entries with crazy and daredevil stunts will go straight into the trash. The safety and wellbeing of all participants is of the upmost importance. If anything in the PSA endangers the wellbeing of a participant it should not be done and will result in disqualification.

Digital only. Only digital videos submitted in DVD format will be accepted.

Be complete. Read the directions and make sure you've completed the entry forms before mailing them in. Your team could be disqualified if we don’t receive the proper information.

Ownership. All DVD’s received as a part of this contest become the property of the Florida Division of Emergency Management when received and may be used in whole or in part for the Division’s statewide public awareness campaign. DVD’s will not be returned to participants.
2010 Florida Severe Weather Awareness Week Video PSA Contest

PARENT ENTRY WAIVER

Instructions: Parents and/or legal guardians, please read this consent form and the enclosed contest rules carefully. If you wish to give consent, please complete and sign this form, and have your child include it in his/her entry packet for the 2010 Florida Severe Weather Awareness Week Video PSA contest.

Please note that submissions that are not accompanied by properly signed and completed waivers and any other necessary information or materials will not be accepted by the Florida Division of Emergency Management.

I,___________________________________________ , am the lawful custodial and/or non-custodial parent/legal guardian of______________________________________. My child has my consent and permission to:

☐ Enter and participate in the 2010 Florida Severe Weather Awareness Week Video PSA contest, sponsored by the Florida Division of Emergency Management and the___________.

☐ Allow the child’s likeness, name, age, grade level and school to be displayed along with their video.

☐ Participate in any media or promotional events, including any possible winner ceremonies, media interviews and publicity events related to the contest.

Privacy Disclaimer: Any personal information collected during the course of the 2010 Florida Severe Weather Awareness Week Video PSA contest, sponsored by the Florida Division of Emergency Management will only be used for administering this competition, or as otherwise set out in the enclosed contest rules. Except where prohibited by law, participation in the contest constitutes the child’s and his or her parent's/legal guardian's consent to the storage, use and disclosure of the child’s entry details as set out in the enclosed contest rules.

I understand that upon submission, my child’s entry packet and video becomes the sole property of the Florida Division of Emergency Management, and no submitted entry packets will be returned.

Parent/Guardian signature______________________________  Date_____________________


2010 Florida Severe Weather Awareness Week Video PSA Contest

CONTEST ENTRY FORM

This entry form must be completed by each student in each group and must be signed by each student’s parent or guardian, or the team will be disqualified. Mail all entry forms, waivers, two copies of your script and two DVD’s of your video to:

Florida Division of Emergency Management
C/O Office of External Affairs
Attn: John Cherry
2555 Shumard Oak Blvd.
Tallahassee, FL 32399-2100

All Entries must be postmarked no later than Monday, January 11, 2010. They must be received at the Florida Division of Emergency Management by Wednesday, January 13, 2010.

Entry title: _______________________________________________________________
School (If applicable):_____________________________________________________
Contest message focus: __________________________________________________
Sponsor/Parent Name__________________________________ Telephone:__________________
Sponsor email address:___________________________________________________
Team member Name:___________________________________________ Grade:_________
Team member Name:___________________________________________ Grade:_________
Team member Name:___________________________________________ Grade:_________
Team member Name:___________________________________________ Grade:_________

Person submitting entry:________________________________________ Grade:_______
Address:_______________________________________________________
City:____________________________________________ Zip:_________________ Telephone:____________________ Email:__________________________

I certify that the above information has been filled out accurately and to the best of my knowledge. I understand that by submitting this entry into the 2010 Severe Weather Awareness Week Video PSA contest, I am giving the Florida Division of Emergency Management the right to release my video. I understand that once submitted, my video immediately becomes the sole property of the Florida Division of Emergency Management. I also understand that the submitted entry packet will not be returned. I certify that my team and I completed the major tasks of writing, recording and producing the commercial submitted for competition.

Name of Person Submitting Entry:______________________ Signature:_____________________
Parent’s name:________________________________________ Signature:_____________________