



ONE WORLD challenge

2010 – 2011

Litter: From the City to the Sea

General Student Guidelines

Student Eligibility

Students are invited to step up to the *One World Challenge*, and create a solution to address the impact of litter on our environment. This program is open to all students Pre-K through 12th grade that attend a school with a Local PTA/PTSA that is in good standing with Texas PTA. A solution may be developed at home or at school.

Grade Divisions

Students may enter the *One World Challenge* in the appropriate division for their grade. The divisions are as follows:

Primary:	Pre-K – 2nd Grade
Intermediate:	3rd Grade – 5th Grade
Middle/Junior:	6th Grade – 8th Grade
Senior:	9th Grade – 12th Grade

Formats

Texas PTA does not limit the number of solutions a student may enter in the *One World Challenge*. Solutions may be submitted in any of the following three formats:

Visual – Open to all grade divisions

Essay – Open to Intermediate, Middle/Junior and Senior grade divisions

Public Service Announcement – Open to Intermediate, Middle/Junior and Senior grade divisions

Originality

Each solution must be original and the work of one student, with the exception of the group public service announcement. An adult may not alter the integrity of a student's solution.

Use of copyrighted material (other than recorded music used during PSA entries) is prohibited.

Plagiarism is defined as taking and using another person's ideas, writings, or inventions as one's own. Any research used within a solution must be identified and credited to the proper source. Plagiarized entries will be disqualified.

Student Entry Form

All participants are required to sign and complete the form in its entirety. In situations where the child cannot complete the entry form or write legibly, a parent may complete the form on their behalf.

Deadlines

Students must enter all solutions before the deadline established by their Local PTA/PTSA. Each Local PTA/PTSA participating in the program will set their own entry deadline. Solutions are judged at the Local PTA/PTSA level and the top 10% are forwarded directly to Texas PTA.

- Suggested local PTA/PTSA deadline – End of February, please confirm this date with your school's PTA/PTSA
- Entries advancing to Texas PTA must be received in the state office by Thursday, March 31st at 5:00 pm.



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Visual

A visual solution must be the work of one student and be an original print, photograph, drawing, collage, or computer-generated piece that relates to the current One World Challenge. Each entry will be judged primarily on how well the student presents a clear message and its correlation to the challenge. A well-developed solution is more important than technique. The visual format is open to all grade divisions.

Presentation

- Solutions may not be larger than 24" X 30"
- Solutions may not exceed 1/2" in height
- Solutions must have a clear message that promotes a solution to the current challenge
- Using a clear sheet protector, attach the Student Entry Form to the back of the entry

Use of Copyrighted Material

Use of copyrighted material, including any copyrighted cartoon characters or other such material, is not acceptable in any submission, with the following exceptions:

Visual solutions may include public places, well-known products, trademarks, or certain other copyrighted material as long as they are incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

Collages may include portions of existing copyrighted works, such as photographs, magazine clippings, Internet images, and type cut out of a newspaper, as long as those portions are used to create a completely new and different image. A collage should be judged for its whole, not by its parts, and whether the resulting work stands as a creative, *original* work of art on its own.

Essay

An essay solution must be nonfiction and based on facts that relate to the current *One World Challenge*. The entry will be judged primarily on how well the student uses current research to present a clear message and promote a solution. The essay format is open to Intermediate, Middle/Junior and Senior grade divisions.

Presentation

- Essays must be handwritten or typed on standard 8 1/2" X 11" paper, not to exceed 1,000 words
- Essays are to reflect grade-appropriate grammar, punctuation and spelling
- Page numbers and the student's name should be on the back of each page
- Place essay inside a manila folder, with the student entry form stapled to the outside

Dictation, Typing and Translation

- Students may have their entries typed by another person
- Students who are physically challenged may dictate to another person who may type or write down the original work.
- Students for whom English is not their first language may submit essay solutions in their own language.

An interpretive translation must accompany the entry.

- Transcribers and translators should make every attempt to retain the same level of language and accuracy that is reflected in the student's original work.



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Public Service Announcement

PSAs may be submitted in an audio or video format, and may be the creation of one student or a group of students. PSAs will be judged primarily on how well the student uses his or her artistic vision to present a clear message and promote a solution. A well-developed concept is more important than technique. The public service announcement category is open to Intermediate, Middle/Junior and Senior grade divisions.

Presentation

- Audio PSAs must be 25-30 seconds in length
- Video PSAs must be 55-60 seconds in length
- PSAs must include the tag line, “this message is brought to you by Texas PTA and the *One World Challenge*” included within the specified length
- A script must be submitted with the entry
- PSAs must be submitted on a CD/DVD that is finalized and playable on standard equipment
- PSAs should be protected in a jewel-case or sleeve
- Place PSA and script, inside a 9” X 12” envelope with the student entry form stapled to the outside

Group PSAs

- List all participating students on one student entry form
- Grade division will be determined by the highest grade level among the participants

Music

The title, composer, and performer of any background music must be credited and documented on the student entry form.

Use of Other Copyrighted Material

PSAs may include public places, well-known products, trademarks, or certain other copyrighted material as long as that copyrighted material is incidental to the subject matter of the piece and/or is a smaller element of a whole. The resulting work cannot try to establish an association between the student and the trademark/business/material, or influence the purchase/non-purchase of the trademarked good.

Possible Video Styles

- Animation: Animation may be drawn; created from a collection of objects, clay, etc.; or computer-generated
- Narrative: A story told through the images created on film or computer
- Documentary: Nonfiction documentation using narration, facts, and images
- Media presentations: Computer-generated media presentations must be completely original, and the student must do all the work. Cutting and pasting from other sources is not permitted. In addition, the use of software that allows the user to build a virtual environment using prefabricated characters and elements is not permitted. Any software used to create an entry should be used only to enhance and present the work of the student, not to provide the primary design.
- PowerPoint presentations will not be accepted.