Communicating for a Clean Future
A Public Service Announcement Competition

Marine debris is one of the most widespread pollution problems facing the world's oceans and waterways. But it is also a topic which individual citizens, including students and adults, can become part of the solution. We want your help to raise awareness about the global problem of marine debris, especially in the Great Lakes. We're looking for original and inspiring public service announcements from students in coastal Ohio to help encourage others to be part of the marine debris solution. So grab your video equipment, be creative, and show us:

1. **What is marine debris?**
2. **How does marine debris impact the Great Lakes?**
3. **What can you and others do to help prevent marine debris and be part of the solution?**

Eligibility: All students in **grades 9-12** from the Lake Erie region of Ohio enrolled in recognized public, private, and home schools are eligible to participate. Schools, including home schools, must be in compliance with federal and state civil rights and nondiscrimination statutes. We also encourage organizations and clubs that are not affiliated with schools to participate (ex. Scouts, 4-H, etc.). *Students may work individually or in a group of no more than 10 students with an adult in a leadership role. Teachers/adults may submit either one PSA for a group of up to 10 students, or multiple entries for each smaller group in a class or club. There is no limitation on the number of entries a classroom, school, or organization may submit*.

CONTEST RULES

Criteria: After learning about marine debris in the oceans and Great Lakes from the provided curricula, students will develop a public service announcement which should focus on inspiring others to address marine debris **in the Great Lakes**. Marine debris is defined as any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment or the Great Lakes. It does NOT include harmful algal blooms.

Each public service announcement (PSA) video should be approximately 30 seconds but no more than 1 minute long. **All must meet the requirements below.** Students are highly encouraged to check out the NOAA Marine Debris Program's website for information about marine debris: www.marinedebris.noaa.gov and teachers are encouraged to use the

“Communicating for a Clean Future” curriculum as a resource (*Turning the Tide on Trash* - pg 87). All contest materials may be found at:

https://marinedebris.noaa.gov/outreach/communicating-clean-future-ohio-marine-debris-challenge

Required Curricula & Summary:
Students are required to complete one marine debris lesson and write one 750 word summary per group to be included with the PSA. This should include any visuals (graphs, handouts, data, etc.) that are associated with the lesson. Three recommended lessons are below. Each of these lessons has been aligned to meet Next Generation Science Standards and Ohio Revised Science Education Standards. Although some lessons focus on marine environments, trash is found in other aquatic environments such as freshwater ponds, rivers, streams, and the Great Lakes. Most of the concepts associated with marine debris can apply to all aquatic debris. Other marine debris curricula will satisfy this requirement, such as: https://marinedebris.noaa.gov/activities-and-curricula

- A Degrading Experience (*Turning the Tide on Trash* - pg 23)
    - Students perform an experiment to learn how different types of debris degrade and how weather and sunlight affect the rate of degradation.
- A Scientific Cleanup (*Turning the Tide on Trash* - pg 81)
    - This lesson helps students understand the effects of natural events and human influences on ecosystems. The lesson also teaches students several science process skills, including forming questions and answering questions by experiments, carrying out research to validate or challenge ideas, and designing experimental tests. As a class, students organize and conduct a cleanup of a local beach, lake, or stream. Students keep track of the types and amounts of trash picked up and analyze this information in the classroom. As a class, students discuss the marine debris problem in their community and consider ways to prevent it.
- Microplastics Investigation (*An Educator’s Guide to Marine Debris* - pg 18)
    - This activity introduces students to the processes that break marine debris plastic down into small sizes: photodegradation and mechanical degradation. Students assess where particulates are suspended in the water column (premade plastic slurry). Next, the slurry is mixed into a tub of water that is designed to mimic seawater and students take samples to assess the amount, size, and type of the particulates. Students relate this activity to what they might actually find in the ocean. They will assess the difficulties of sampling and the limitations of the activity. Students are evaluated by their explanations of the abundance of plastic in the oceans and assessment of potential impact of plastic micro-debris to the health of marine ecosystems.
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Public Service Announcement Requirements:

- There should be 1 to 10 students per group entry
- PSAs will be no more than 1 minute in length and focus on the Great Lakes environment and species. PSAs longer than one minute will not be eligible.
- Be creative! Different mediums (animation, stop-motion, live action, etc.) are all encouraged
- Avoid any brand and product names as well as licensed music in the PSA (Ex. Hide product names on debris items)
- Entire PSA scripts must be submitted
- Videos must be submitted on a DVD as a **.MP4 video and under 30MB in size**. **Leaders, please verify this format before submitting.** Other formats results in playback issues at some venues.
- Teachers/adults may submit either one PSA for a class/group up to 10 students, or multiple entries for each smaller group in a class or club. There is no limitation on the number of entries a classroom, school, or organization may submit.
- Tips:
    - Target your audience. Define who you are hoping to reach.
    - **Check your facts**! It's extremely important for your PSA to be accurate. Any facts should be checked and verified before sending the PSA in. You may start your research here: www.marinedebris.noaa.gov

Entry Form & Student Releases:

There should be one entry form filled out per group. Please ensure that the entry form is filled out completely and legibly. All entries (entry form, DVD, script, lesson summary/data, and student releases) must be **submitted via mail (postmarked) no later than March 13, 2020**. *Failure to submit all of the required materials will result in disqualification from the contest.*

Please send entries to:
NOAA Marine Debris Program
Attn: Sarah Lowe
240 W. Lake St. - Unit C
Oak Harbor, OH 43449

For questions, please contact either bixler.42@osu.edu or Sarah.Lowe@noaa.gov

Competition Process:

An awards panel will collect all entries and select the winners. Entries will be judged on the creativity and content, demonstration of student knowledge, written summary/data, and clear stewardship message.

Prizes:

All winning teams will receive a single day entry to Cedar Point Amusement Park's Physics, Math, and Science Week in May of 2020. They will be publically recognized by dignitaries and will be featured at Ohio Sea Grant/OSU Stone Lab & NOAA Marine Debris

Program's booth. Winning students will share their PSA with other students, teachers, and guests at Cedar Point on the day of the recognition event. In addition to entry to Cedar Point, winning teams will receive the following:

First place: Winners will receive a day fieldtrip to OSU's F.T. Stone Laboratory on Gibraltar Island, OH, including roundtrip passage on Miller Ferry.
Second place: Winners will receive admission to a tour/educational center in their local area.
Third place: Winners will receive student gift bags featuring products from sponsoring organizations.

All three winning groups will receive a plaque in recognition of their award, reusable ware, and the PSAs will be featured on organizational websites and other forms of media communications. In addition, the awards panel may choose to recognize honorable mentions.

Suggested Calendar of Events (Please pay close attention to the items in red):

October

- **PSA competition launched in October 2019**
- Survey student knowledge (at teacher's discretion)
- **Select required marine debris curriculum**
- Get additional information on marine debris from NOAA's Marine Debris Program Website (www.marinedebris.noaa.gov and from this educator guide).
- Show example PSAs like NOAA Marine Debris Program's Trash Talk videos or last year's winners! (http://marinedebris.noaa.gov/multimedia/videos)
- Participate in or coordinate a cleanup http://www.partnersforcleanstreams.org/ or http://www.greatlakesadopt.org/

November/December

- **Continue curriculum and PSA planning**
- Take students on a field trip to recycling facility
- Reduce, Reuse, Recycle project - find a way to reuse a single-use product.

February-April

- **Develop Marine Debris Public Service Announcement**
- **Submit entry form, DVD, script, lesson summary, and student releases by March 13, 2020!**
- Participate in a Spring Cleanup for Earth Day
- Winners will be notified in April

May/June and Summer

- Winners will attend Cedar Point during Math & Science Week
- Marine Debris Tracker iPhone/Droid App – survey and document marine debris during the summer beach season.

Donating & Sponsoring Organizations:

NOAA Marine Debris Program
Ohio Sea Grant
The Ohio State University F.T. Stone Laboratory
Ohio Congressional District 9
Cedar Point Amusement Park
Lake Erie Charter Boat Association

Miller Ferry Boat Line

This contest was created in 2016 in partnership with the NOAA Marine Debris Program, Ohio Sea Grant/OSU Stone Laboratory, and Ohio Congressional District 9 (Rep. Marcy Kaptur).

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ENTRY FORM

There should be one entry form filled out per team. Please ensure that the form is filled out completely and legibly. All entries (entry form, DVD, script, lesson summary, and student releases) **must be submitted via mail (postmarked) no later than March 13, 2020.**

Team Name: _____

Students: Please write names of group participants on the next page.

Grade Level(s): _____

Title & source of curriculum that was completed:

_____

_____

Teacher/Group Leader's Name: _____

School Name (or home school): _____

School Address: _____

School/Teacher Phone #: (_____) _____

Teacher/Leader Email Address:_____

Please ensure accuracy as this information will be used to contact winners.

Did you include the following required items?

- ☐ This completed entry form
- ☐ PSA video on a DVD in **.MP4 format ONLY, and no larger than 30MB**
- ☐ Script of PSA
- ☐ Student Release Form for EACH student
- ☐ Lesson Summary (Minimum of 750 words)

Please send entries to:

NOAA Marine Debris Program
Attn: Sarah Lowe
240 W. Lake St. - Unit C
Oak Harbor, OH 43449

For more information on the contest, visit www.MarineDebris.noaa.gov

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PLEASE READ

Submission of this entry implies permission to use the student's name (first name and last initial) in materials announcing results of the contest and in any use by the contest organizers of the PSA in their publications and websites.

☐ Check here if you **do not permit** use of the student's name (first names and last initials) and school in the above mentioned items.

*Please note that entries **will not be returned**.

Student Names (at least 1, but no more than 10). PLEASE PRINT CLEARLY:

For more information on the contest, visit www.MarineDebris.noaa.gov

Release and Information Form

Communicating for a Clean Future – Public Service Announcement Contest

I, _____hereby irrevocably grant a non-exclusive and nontransferable
(parent or legal guardian)
license to the National Oceanic and Atmospheric Administration (NOAA), the NOAA Marine Debris Program, and Ohio Sea Grant, for use(s) of my child's name _____(first name and last initial) and public service announcement (PSA) as authorized below. I hereby warrant that I have the right to grant this license and that I have sole copyright ownership of the video in question.

Compensation
I agree to allow the use of my child's name (first name and last initial) and PSA as authorized below, and therefore I relinquish compensation in any form for the uses outlined below.

_____ _____
Signature *Date*

Authorization *(mark the following with an X)*
Permission is granted for my video and photograph(s) to be used by:
____ NOAA Marine Debris Program
____ NOAA Marine Debris Program partners, including Ohio Sea Grant
____ Any and all users (public domain)
for use in:
____ Unlimited education and outreach uses (*Education and outreach uses include, but are not limited to, display of Video and photograph(s) on websites, in exhibits and brochures, as well as other educational materials.*)
____ Other (please specify) _____
for length of time:
____ In perpetuity
____ For the duration of (please specify) _____

Finally, I agree that the NOAA Marine Debris Program & partners have, by securing my permission and additional information in this release, done everything possible to anticipate the various use(s) of my child's name (first name and last initial) and PSA and to ascertain my wishes regarding uses of my child's name (first name and last initial) and PSA. If there is any violation of this agreement by any party other than the NOAA Marine Debris Program, I agree not to hold NOAA responsible.

_____ _____
Signature *Date*

Printed Student Name: _____

Mailing Address: _____

State/Territory: _____ Zip code: _____

Phone: _____

Email: _____

Please complete and mail, email (scan), or fax the completed form to the following contact:
Sarah Lowe, NOAA Marine Debris Program, 240 W. Lake St. – Unit C, Oak Harbor, OH 43449 |
Email: Sarah.Lowe@noaa.gov, Fax: (419)898-3232