

# Communicating for a Clean Future

## A Public Service Announcement Competition



Marine debris is one of the most widespread pollution problems facing the world's ocean 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 oceans and the Great Lakes environment?**
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 Ohio's Lake Erie coastal communities, including sponsoring congressional district 9, 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. *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 ocean and Great Lakes from the provided curricula, students will develop a public service announcement which should focus on inspiring others to address marine debris. 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 (<https://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: <http://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.** 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.

#### **Public Service Announcement Requirements:**

- There should be 1 to 10 students per group entry
- PSAs will be 30 seconds to 1 minute in length
- 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 (e.g. hide product names on debris items)
- Entire PSA scripts must be submitted
- Videos must be submitted on a DVD as a **.MP4 video**. Leaders, please verify this format before submitting.
- 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: <https://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, and student releases) must be **submitted via mail (postmarked) no later than March 15, 2017**. *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](mailto:bixler.42@osu.edu) or [Sarah.Lowe@noaa.gov](mailto:Sarah.Lowe@noaa.gov)

#### **Competition Process:**

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

**Prizes:**

**All three winning teams will receive a single day entry to Cedar Point Amusement Park's Physics, Math, and Science Week in May of 2017.** They will be publically recognized by Congresswoman Marcy Kaptur and other 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 water bottles, and the PSAs will be featured on organizational websites and other forms of media communications.

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

*October*

- **PSA competition launched on October 13, 2016**
- 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 (<http://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 15, 2017!**
- 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 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

Partners for Clean Streams

Miller Boat Line, Ferries to Put-in-Bay & Middle Bass Island



# Communicating for a Clean Future A Public Service Announcement Competition

## 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 15, 2017.**

Team Name: \_\_\_\_\_

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

Grade Level(s): \_\_\_\_\_

Title & source of curriculum that was completed:

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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**
- 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



# 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