

4-H Written Communication Contest 2023

Contest: Public Service Announcement

Rules and Guidelines

1. Entry must be the original work of the youth entering the contest.
(Entries that are plagiarized will be disqualified.)
2. Entry must be family-friendly and age-appropriate.
3. Entry must be typed or neatly printed on 8.5"x11" paper.
4. Entry must contain the youth's name, address, e-mail address, age, date of birth, school, grade, and parent/guardian name.
5. Age category is determined by your age on December 31. Junior entries are for ages 9-13. Senior entries are for ages 14-18.
6. Two (2) junior entries and two (2) senior entries will be selected to advance to the State Written Communications Contest.
7. Please submit entry by February 3, 2023 to christy.martin@uky.edu or to the following address:
Russell Co. Extension Office
c/o Christy A. Martin
2688 S. Highway 127
Russell Springs, KY 42642

Notes

- A public service announcement (PSA) is a short version of a press release that includes just the vital information of WHO? WHAT? WHERE? WHEN? and WHY?
- A PSA is usually transmitted electronically, via radio or television, in a short spot of 10-60 seconds.
- When writing a PSA, the words PUBLIC SERVICE ANNOUNCEMENT should be written at the top middle of your paper followed by a few spaces and then the date that you would like your announcement to air.
- Next include the name, phone number, e-mail, and fax number of the contact person.
- Skip a few lines and title your announcement, in bold letters, by the name of the event, followed by a short, complete explanation of what you want aired.
- A PSA should be sent about three weeks before it should be aired.

