

DEE MARGO
MAYOR

TOMMY GONZALEZ
CITY MANAGER



CITY COUNCIL

PETER SVARZBEIN, DISTRICT 1
ALEXANDRA ANNELLO, DISTRICT 2
CASSANDRA H. BROWN, DISTRICT 3
SAM MORGAN, DISTRICT 4
DR. MICHEL R. NOE, DISTRICT 5
CLAUDIA ORDAZ PEREZ, DISTRICT 6
HENRY RIVERA, DISTRICT 7
CISSY LIZARRAGA, DISTRICT 8

“Recycle Right, El Paso” Video PSA Contest 2018 Entry Application

Title of PSA: _____

Name(s) of Student(s): _____

High School: _____

Mailing Address (Street, City, St, Zip): _____

Name of Teacher: _____

Email: _____

Phone: _____

Application packets must be RECEIVED by Monday, February 26, 2018.

Incomplete applications will not be accepted. Make sure to include:

1. Entry Application (this form)
2. Video PSA
3. Consent and Release from Liability Form (one for each student)

Submissions by mail:
Environmental Services Department
Attention: Anabel Chavez
7968 San Paulo Drive
El Paso, TX 79907

For any questions, please email:
ESDEarthDay@elpasotexas.gov

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PSA Video Requirements:

- PSA must be 30 seconds long and must fall under the “Recycle Right El Paso” theme. The following services provided by ESD **must all be mentioned** that take part in the recycling process: Curbside Collections, Citizen Collection Stations, ESD Country Warehouse, and the Recycling division. The PSA may be produced and submitted by an individual student or a group of up to two (2) students per entry. There is no limit to the number of entries an individual student or student group may enter.
- Each 30 second PSA must contain a five (5) second title slate in the beginning stating the title of the PSA, student(s) name(s), school name, and student(s) grade(s). The slate must match the information given on the entry form. Please use plain white text on a black background with no animation or music.
- The five second slate DOES NOT count towards the 30 second PSA. Total time including slate and PSA should be 35 seconds.
- A release form is required for all students under the age of 18 appearing on camera. A standard release form is required for all adults, 18 years and older, appearing on camera.
- All video and music contained in the PSA must be original and copyright/royalty free. Otherwise, written permission from copyright holder granting use of the video footage or music is required and must be submitted with your entry. (Example: a song by Justin Timberlake is not permitted unless you get written permission from their legal offices).
- PSA must not advertise, promote or in any way display any commercial product or property (product placement). NO LOGOS Example: Nike, Adidas, Coca-Cola, Pepsi). CityTV is a government access TV channel and including video and/or audio of any commercial product or property would be a violation of CityTV’s rules of operation. Any PSA containing such video or audio references will be disqualified.
- Entries containing any verbal or written statistics, facts and/or copyright/royalty free media must submit references typed on a separate paper and turned in with entry form.
- PSA must be produced solely by the students with only the guidance of a teacher or supervisor.
- Final PSA must be turned in on one of the following formats: QuickTime (.mov), MP4 (.mp4) or AVI (.avi) file on DVD, CD, or USB flash drive. Please submit video in full high quality resolution and NOT compressed for the web or mobile device. Videos will not be returned so do not send master copy.
- For multiple, group, or class entries, clip or staple all forms together. Please combine all entries into one disc and provide a typed rundown of the spots as they appear on the disc.

**To view last year’s winning entries, visit [YouTube.com](https://www.youtube.com) and search
“2017 Recycle Right El Paso PSA Contest Winners”**

“Delivering Outstanding Services”

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“Recycle Right, El Paso” Video PSA Contest 2018 Consent and Release from Liability Certificate

I, _____, hereby consent to being photographed by agents, employees and contractors of the City of El Paso, CITY TV, and/or the Environmental Services Department for the production of a CITY TV program that will be cablecast or for related social media productions to include Facebook and website productions and for all purposes related thereto. I further authorize CITY TV, the City of El Paso, the Environmental Services Department, its agents, employees and contractors to copyright, use, re-use, publish and re-publish any still or video photographs of me, as well as any electronic recordings and other social media related productions or illustrations, in whole or in part. I also consent to the use of my photograph with any printed matter connected therewith.

I hereby waive any right that I may have to inspect and approve the finished product(s) and printed matter that may be used in connection therewith.

I hereby agree to release and hold harmless CITY TV, the City of El Paso, and the Environmental Services Department, its officers, agents, and employees from all liabilities, losses, suits, claims, judgments or demands arising out of the use of pictures or other personal information for the purpose set out in this Consent and Release form.

By signing this Consent and Release, I also acknowledge that I have been advised that my participation in the preparation of any materials by the above mentioned for the purpose set out herein for which my photograph or voice recording might be used is purely voluntary on my part.

I further understand that I will not be compensated in any way for the use of my picture or voice recording and waive any right I might have to compensation.

Signature _____ Date _____

Relationship _____

Address (Street, City, St, Zip) _____
If under 18, parent signature required

Parent signature _____ Date _____