

**WKBN 27 CARING FOR OUR COMMUNITY
2012 SCHOLARSHIP CONTEST
ENTRY RULES AND GUIDELINES**

- 1) Contest is open to high school students in the graduating classes of 2012 and 2013. Students must attend high school in the WKBN-27 four-county viewing area: Mahoning, Trumbull and Columbiana counties in Ohio, and Mercer County in Pennsylvania. Each student may submit only one entry. There are no group entries allowed.
- 2) The entry form must be clearly filled out completely and attached to the student's entry with a paperclip. **DO NOT STAPLE THE ENTRY FORM TO YOUR ENTRY.**
- 3) **THE STUDENT'S NAME OR SCHOOL MUST NOT APPEAR ANYWHERE EXCEPT FOR THE ENTRY FORM.**
- 4) Each entry will be judged on writing, creativity/originality of the idea, a clear concept and the ability to follow directions.
- 5) One \$1,500 college scholarship and \$100 Savings Bond will be awarded to one winner. Each of the five runners-up will be awarded a \$100 Savings Bond.
- 6) **THE SCRIPT MUST BE THE AUDIO FOR A THIRTY-SECOND PUBLIC SERVICE ANNOUNCEMENT AND BE 150 WORDS OR LESS. THE SCRIPT MUST BE TYPED AND ON ONE SHEET OF PAPER.**
- 7) **NEW FOR 2012-VIDEO CATEGORY.** If you would like, you can create your own 30-second video public service announcement. Just send us your completed video PSA on a DVD as your entry. This is a separate category with a \$200 prize for the winning entry. Mail entries to the same address as below by February 10 along with the completed entry form.
- 8) The script/video must be a Public Service Announcement (PSA) for one and only one of the charities [on the back of this flyer](#) and must be able to air any time of the year.
- 9) Entries must be mailed to: **SCHOLARSHIP CONTEST, WKBN 27, P.O. Box 59, Youngstown, Ohio 44501**. Entries must be postmarked by **FRIDAY, FEBRUARY 10, 2012**. Submitted entries becomes the property of WKBN 27.
- 10) WKBN 27 reserves the right to edit entries. WKBN reserves the right to use the name, address, and/or likeness of the winner and runners-up in promotional opportunities.
- 11) Illegible or incomplete entries will be disqualified. WKBN 27 and all sponsors are not responsible for lost entries.
- 12) Employees of WKBN 27, New Vision Television and all Caring for Our Community sponsors and their families are **NOT** eligible to enter.
- 13) WKBN 27 and all sponsors reserve the right to alter, amend or change these rules and regulations without prior notice. Judge's decisions are final.
- 14) Contest void wherever prohibited by any law, statute, enactment, or ordinance of any state, municipality, city, town, county or political subdivision.
- 15) For a complete list of rules and/or names or prize winners, send a SASE to WKBN 27, P.O. Box 59, Youngstown, Ohio 44501. Requests must be received by April 1, 2012.

TIPS FOR A WINNING SCRIPT

- 1) Choose a charity from the list provided. Please refer to wkbn.com (click on Caring for Our Community - Scholarship Contest) for all the information. Research the charity.
- 2) Come up with an original idea for your Public Service Announcement, focusing on the area indicated on the charity list. Then, write an attention getting script that flows and gets the message across to your audience.
- 3) A unique idea will set it apart from the other entries. Choose your words carefully.
- 4) Remember, you are writing/creating a thirty-second PSA. **READ YOUR SCRIPT OUT LOUD AND TIME IT.** If you are sending a video PSA, please make sure it is timed out as well.
- 5) Make sure your entry form is completely filled out. Make sure your name is only on the entry form and not on your script. Attach your script and entry form with a paper clip – **DO NOT STAPLE THE ENTRY FORM TO YOUR SCRIPT.**
- 6) Finally, check one last time to make sure you followed each and every rule.



**ATTENTION HIGH SCHOOL STUDENTS!
WRITE A PUBLIC SERVICE ANNOUNCEMENT
AND WIN THE \$1,500
TOM HOLDEN MEMORIAL SCHOLARSHIP**

THIS ENTRY FORM-Must be included with entry.

FULL NAME _____ PHONE NUMBER WITH AREA CODE _____

HOME ADDRESS _____

CITY _____ STATE _____ ZIP _____

TEACHER (FIRST AND LAST NAME) _____ PRINCIPAL (FIRST AND LAST NAME) _____

SCHOOL NAME _____ GRADE _____ COUNTY _____

SCHOOL PHONE NUMBER WITH AREA CODE _____

NAME OF CHARITY FEATURED IN ENTRY _____

HOW DID YOU HEAR ABOUT THE SCHOLARSHIP CONTEST? (Circle One)

TV NEWSPAPER RADIO SCHOOL CHARITY SPONSOR LOCATION

"Although I may have discussed this topic with my parents, teachers or others, the idea and related work are my own."

SIGNATURE _____



CHARITY**WEB SITE****FOCUS OF PSA**

ALS Association Northern Ohio Chapter	www.alsaohio.org	Promote services of medical equipment loan bank, respite care reimbursement, educational exchange meetings and caregiver support meetings.
Alzheimer's Association Greater East Ohio Chapter	www.alz.org/akroncantonyoungstown	Mission to eliminate Alzheimer's disease - understand the disease, take action and support.
American Cancer Society	www.heart.org	Recruit volunteers, promote Road to Recovery and be known as "the official sponsor of birthdays"
Animal Charity of Ohio	www.animalcharityofohio.org	Request donations of money, food, toys, newspapers, etc.
Animal Welfare League of Trumbull County	www.animalwelfareohio.org	Ask people to please spay and neuter your pets.
Arc of Mercer County/MCAR	www.mercerarc.org	Mission to provide services to people with intellectual and developmental disabilities that will enable them to make their own life choices about where to live, work and to enjoy their lives. Promote services.
Beatitude House	www.beatitudehouse.com	Invite services of The Potter's Wheel, our education and preparation program for Youngstown's west side, recruit volunteers offering an array of services to help disadvantaged women with the necessary tools for success.
Big Brothers and Big Sisters of Mahoning Valley	www.bbbsmvonline.org	Recruit volunteers.
Buhl Community Recreation Cennter	www.buhlcommunityreccenter.com	Promote visiting the BCRC which provides quality recreational, social fitness and educations programs for people of all ages in the community.
Catholic Charities	www.ccregional.org	To provide services to people in need, to advocate for social justice and to call the church and people of goodwill to do the same.
Community Counseling Center of Mercer County	www.cccmer.org	Help individuals and families lead healthy and fulfilling lives with many services and treatment.
Community Food Warehouse of Mercer County	www.foodwarehouse.org	Request donations.
Community Library of the Shenango Valley	www.clsv.net	Use materials and programs for entertainment and education (books, DVDs, audio books, children's books).
Dorothy Day House of Hospitality	www.youngstowncatholicworker.com	Looking for volunteers and donations - a community founded on personal relationships committed to outreach to the poor.
Easter Seals and Youngstown Hearing and Speech	www.mtc.easterseals.com	Promote mission of helping children and adults with disabilities and special needs live with equality, dignity and independence.
Girl Scouts of Northeast Ohio	www.gsneo.org	Promote mission to build girls of courage, confidence and character who make the world a better place.
Goodwill Industries	www.goodwillyoungstown.org	Donate clothing, shoes and household items to Goodwill - explain why you should donate here compared with a for profit entity.
Habitat for Humanity of Mahoning County	www.habitatmahoningcounty.org	Eliminate poverty housing - recruit volunteers and families who qualify for a home.
Help Hotline Crisis Center	www.help hotline.org	Educate people on mission of 24/7 Crisis intervention, suicide intervention and information and referral.
Hope Foundation of the Mahoning Valley	www.hopemv.org	Educate people on mission of furthering financial support and volunteers to help chronically and/or terminally ill children in the Valley.
Junior Achievement of Mahoning Valley	warren-youngstown.ja.org	Recruit volunteers.
LifeBanc	www.lifebanc.org	Ask people to register to become an organ, eye and tissue donor today.
Make-A-Wish Foundation of Ohio, Kentucky & Indiana	www.makeawishohio.org	Request donations - especially frequent flier miles.
Mercer County Historical Society	www.mchspa.org	Educate the mission of preserving and protecting Mercer County's history.
Northeast Ohio Adoption Services	www.noas.com	Ask people to adopt a child.
Potential Development Program	www.4pdp.org	Promote mission of providing children with Autism and special needs a safe, structured, educational environment with supportive services. Requesting donations to help the school grow and expand.
Sister Jerome's Schools - Millcreek Children's Center	www.millcreekchildrenscenter.org	Support the school that provides superior preschool education for children from low income working families.
Someplace Safe	www.someplacesafe.org	Recruit volunteers and donations to reduce/prevent domestic violence and improve the quality of life for victims of domestic violence.
Trumbull Mobile Meals	www.trumbullmobilemeals.org	To ensure that "no person goes hungry" in the community. Show why TMM is the "premier" home delivered service in Trumbull County.
United Way of Youngstown and Mahoning Valley	www.ymvunitedway.org	Recruit volunteers and request donations.
Warren-Trumbull County Library	www.wtclpl.org	Invite services of books, music and movies available. Check out computers, the bookmobile and other free programs.