

The _____ is a sponsor of the
2013 LIPC Radio Ad Contest:

"School Makes Me Feel Good About Me..."

5 Categories:

Primary	K-2 nd grade
Elementary	3-5 th grade
Middle	6-8 th grade
High School	9-12 th grade
Teachers-New This Year!	

*Essays must be original work and no
longer than 100 words.*

- Entries are to be submitted to..... by (date)
- One winner in each category will be selected
by your teachers union.
- LI Finalists and winners will receive prizes of \$250 and
\$500 and a chance to have their essay recorded for radio.



Teachers: Please attach this label to the back of all essays submitted to your local teachers union.

Student Name _____	Grade _____
Parent(s) Name(s) _____	Home Telephone # _____
Student Home Address _____	Parent's Email _____
Teacher _____	School _____
District _____	
Local Union _____	Local President _____
President's Email _____	President's Phone # _____

To: Local Presidents and Members of the LIPC
From: Joan Deem, Chairperson, LIPC PR Committee
Date: December 7, 2012
Re: 2013 Radio Ad Contest

The annual **LIPC PR Radio Ad Contest** is now underway! We hope you will ask your teachers to solicit entries from the most creative elementary, middle and high school students in your districts to respond to the theme: **"School Makes Me Feel Good About Me."** New this year, we invite teachers to also submit an entry!

Rules of the Contest:

- Only those locals who are members of the PR initiative are eligible to participate (Contact Joan Deem-jmdeem@optonline.net, if you have any questions about your PR Dues).
- Essays will be judged in 5 categories:
 - Primary – K-2nd grade
 - Elementary – 3-5th grade
 - Middle – 6-8th grade
 - High School – 9-12th grade
 - Teacher Entries - New This Year!
- Each **local** may submit only **ONE (1)** entry in each category.
- Essays must be 100 words or less. Essays longer than 100 words will be disqualified.
- Essays must be original student work. They should be edited for capitalization, punctuation and spelling.
- Each local entry must be submitted typed and double spaced. **Handwritten submissions will be disqualified.**
- Essays must be **received** by January 25, 2013
- **Remember send only 1 typed essay from each grade level category.**
- Please keep the original essay and send only the clean typed copy by regular first class mail to:

Joan Deem, PR Chair
C/o Hicksville Congress of Teachers
183 Broadway, Suite 302
Hicksville, NY 11801
- The PR committee will meet to select **15** finalists from all local entries.
- Finalists will be asked to make an audio recording of their winning essay. Directions for submission will be sent to the finalists.
- **1** winner in **each** grade level and the **teacher** category will be selected from the audio recordings.
- The **5** winners will each receive a check for \$500, record their winning essay to be aired during our Fall 2013 radio campaign, and will be honored with their families at the LIPC Spring Meeting in May.
- Runners up will receive \$250 prizes from the LIPC PR Committee to be distributed by the Local President.

Some Ways to make this contest work for your local PR efforts.

- ✓ Modify and use the attached flyer to advertise the contest and solicit entries
- ✓ Offer your own prizes to entice students to participate.
- ✓ Ask for teacher volunteers to read and select winning essays.
- ✓ Recognize student and teacher winners at School Board, PTA or local union meetings.

Student Name _____	Grade _____
Parent(s) Name(s) _____	Home Telephone # _____
Student Home Address _____	Parent's Email _____
Teacher _____	School _____
District _____	
Local Union _____	Local President _____
President's Email _____	President's Phone # _____

Please copy and attach this completed label to the back of your **five (5)** entries.