

WOMAN'S CHRISTIAN TEMPERANCE UNION POSTER CONTEST – 2011

Purpose. To offer students an opportunity to research and present in an artistic manner, a message on the subject of the inherent dangers of alcohol, tobacco, illegal drugs or abuse of prescription and over-the-counter drugs with an emphasis on total abstinence as the preferred approach to these threats to youth.

General Plan. Initial contacts should be made in the fall with teachers and administrators at various schools and institutions with potential participants including public, private and Christian school students, Bible School class students, youth groups and home school participants. Each teacher or administrator should be provided with sufficient copies of this leaflet to assist in promoting the program.

Contest Outline. Each participating organization is free to set the time and duration of the contest as long as all entries are completed and submitted no later than March 15th.

Sponsorship. The official sponsor of the contest is the Woman's Christian Temperance Union (WCTU). All rules and regulations are at the sole discretion of the WCTU which supplies the judges and determines the awards. The decision of the WCTU judges is final.

Contest Deadlines:

Local Contests – March 15th. The local contest winning entry in each of the three divisions is eligible to compete in county or district contest. In the event that no county or district contest is held, winning local contest entries are forwarded directly to the state for judging. If there is no state contest, the winning entries are automatically entered into the National Contest (see below).

State Contest – April 15th. Winning entries from each county or district contest must be submitted to reach the State Education Director by this date.

National Contest – June 1st. The winning state contest entry must be certified and forwarded to reach the National Education Director by this date. Artwork received by the National Education Director, in whatever format, is the property of the Woman's Christian Temperance Union and will not be returned. All contestants are

urged to retain a copies of their submissions. WCTU cannot accept responsibility for materials lost in the mail.

Color. Harmonious colors with strong contrast are encouraged with bright spot applications for emphasis.

Lettering. Participants are free to use any combination of lettering and spacing consistent with readability and emphasis on key points.

Design. The winning design will eventually be used as a half-page flyer and also a larger (11 X 17) poster. Theme and execution should be bold, attention-getting and eye-appealing. Do not crowd and leave sufficient margins for bleed when printing. Small details will detract from the message, there should be a prominent center of interest. Think "billboard." Originality is extremely important. The communications target should be youth-centered.

Eligibility. Each local contest should have at least three entries to generate interest and diversity for judging.

Divisions:

Division I	Grades 4/5/6
Division II	Grades 7/8/9
Division III	Grades 10/11/12
Division IV	Computer-generated art

General Poster Requirements:

1. Poster board should be used – minimum size 22 in X 14 in.
2. Cut-outs may be used in Divisions I and II. Division III and IV posters must contain only **original** artwork or photography.
3. No product images, trade-marked or brand names may be used.
4. No copyrighted materials may be used and/or reproduced.
5. Division IV materials must be submitted on optical or magnetic media in *.psd, *.jpg or *.tif format in high-resolution, suitable for reproduction at 300 dpi. A print (minimum 11 X 17) version must accompany the electronic submission.
6. The overall theme must be based on the general topics of alcohol, tobacco, illegal drugs or abuse of prescription or over-the-counter drugs, with abstinence as the preferred alternative. The theme should establish a relationship between the use of such substances and health, welfare, crime, economic or social cost. Positive messages promoting total abstinence from alcohol, tobacco and illegal drugs may be used. Conditional generic

messages such as "Don't Drink & Drive" are not acceptable. The message must be that all use of alcohol, tobacco and illegal drugs is unacceptable.

- Each poster must be identified on the reverse with the name of the participant, home address, age, grade, school, city, county, e-mail address or telephone and the teacher's name.

IMPORTANT NOTE: Submissions not conforming to these rules are subject to disqualification.

Judges: There shall be three (3) judges at each level, appointed by the Education Director or contest chairperson. Judges with an art or graphics background are preferred. Whenever possible, one judge should be a member of WCTU.

Criteria:

Originality	40%
Design and color	20%
Clear and accurate message	20%
Instant appeal	20%

National Awards:

	Division I	Division II	Division III	Division IV
1 st Place	\$65	\$ 85	\$100	\$100
2 nd Place	\$45	\$ 65	\$ 80	\$ 80
3 rd Place	\$35	\$ 45	\$ 60	\$ 60

Honorable Mention awards may be given at the judges' discretion.

Award ribbons are available from Signal Press:

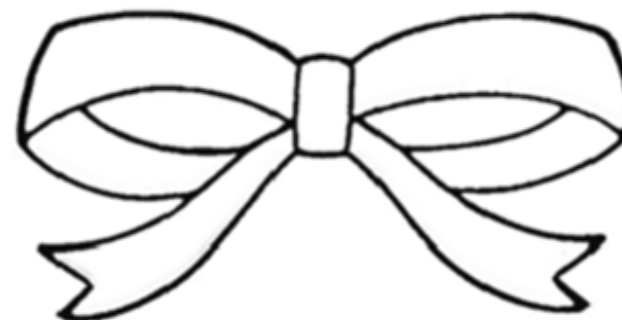
RB-06	Set of 3 - 1 st /2 nd /3 rd Place	\$1.50/set
RB-04	Honorable Mention	\$0.50/ea

State and Local Unions may order by toll-free FAX, (866) 503-WCTU; e-mail, orders@signalpress.org; or toll-free, (800) 755-1321.

Website Resources. General information about the contests will be posted on the WCTU website: www.wctu.org, by January 15th. Winners of the National Contest will be posted by September 30th.

Catalog No. PCR-01 (Rev: 5/2010)

Education



WOMAN'S CHRISTIAN TEMPERANCE UNION

POSTER CONTEST 2011